

Famous Brands Limited  
(Incorporated in the Republic of South Africa)  
(Registration number 1969/004875/06)  
Share code: FBR  
ISIN code: ZAE000053328  
("Famous Brands" or "the Company")

### Dealings in Famous Brands Shares

In compliance with paragraph 3.92 of the Listings Requirements of the JSE Limited, we hereby advise the following dealings by the Famous Brands Share Incentive Scheme 2015:

Name of scheme:	Famous Brands Share Incentive Scheme 2015
Nature of transaction:	On-market purchase of ordinary shares in Famous Brands for delivery to nominated participants whose awards vested in accordance with the Rules of the Scheme
Date of transaction:	4 June 2024
Total number of shares:	10
Price per share	R49.70
Total transaction value:	R497.00

Date of transaction:	5 June 2024
Total number of shares:	6,209
Price per share:	R49.58
Total transaction value:	R307,842.22

Date of transaction:	7 June 2024
Total number of shares:	66,019
Price per share:	R49.49
Total transaction value:	R3,267,280.31

In compliance with sections 3.63 to 3.74 of the Listings Requirements of the JSE Limited, Famous Brands shareholders are advised of the following dealings by Famous Brands director and company secretary:

Director:	DP Hele
Company:	Famous Brands
Date of transaction:	7 June 2024
Nature of transaction:	Off market receipt of Retention Shares awarded in 2019, 2020 and 2021 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	27,610
Exercise Price per share:	R50.73
Value of transaction:	R1,400,655.30
Nature of interest:	Direct beneficial

Director:	DP Hele
Company:	Famous Brands
Date of transaction:	7 June 2024

Nature of transaction: On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting  
Class of securities: Famous Brands ordinary shares  
Number of securities: 13,196  
Price per share: R48.01  
Value of transaction: R633,539.96  
Nature of interest: Direct beneficial

Director: DP Hele  
Company: Famous Brands  
Date of transaction: 7 June 2024  
Nature of transaction: Off market receipt of Share Appreciation Rights shares awarded June 2020 at a strike price of R34.96 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting

Class of securities: Famous Brands ordinary shares  
Number of securities: 30,132.00  
Exercise price per share: R50.73  
Value of transaction: R1,528,596.36  
Nature of interest: Direct beneficial

Director: DP Hele  
Company: Famous Brands  
Date of transaction: 7 June 2024  
Nature of transaction: On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting

Class of securities: Famous Brands ordinary shares  
Number of securities: 14,400  
Price per share: R48.01  
Value of transaction: R691,344.00  
Nature of interest: Direct beneficial

Company Secretary: CD Appollis  
Company: Famous Brands  
Date of transaction: 7 June 2024  
Nature of transaction: Off market automatic receipt of Retention Shares awarded in 2020 and 2021 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting

Class of securities: Famous Brands ordinary shares  
Number of securities: 4,809  
Exercise Price per share: R50.73  
Value of transaction: R243,960.57  
Nature of interest: Direct beneficial

Company Secretary: CD Appollis  
Company: Famous Brands  
Date of transaction: 7 June 2024

Nature of transaction: On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting  
Class of securities: Famous Brands ordinary shares  
Number of securities: 2,299  
Price per share: R48.01  
Value of transaction: R110,374.99  
Nature of interest: Direct beneficial

Company Secretary: CD Appollis  
Company: Famous Brands  
Date of transaction: 7 June 2024  
Nature of transaction: Off market receipt of Share Appreciation Rights shares awarded in 2020 at a strike price of R34.96 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting

Class of securities: Famous Brands ordinary shares  
Number of securities: 9,687  
Exercise price per share: R50.73  
Value of transaction: R491,421.51  
Nature of interest: Direct beneficial

Company Secretary: CD Appollis  
Company: Famous Brands  
Date of transaction: 7 June 2024  
Nature of transaction: On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting  
Class of securities: Famous Brands ordinary shares  
Number of securities: 9,687  
Price per share: R48.01  
Value of transaction: R465,072.87

Clearance to deal was received in terms of paragraph 3.66 of the JSE Limited Listings Requirements.

Midrand  
10 June 2024  
Sponsor and Corporate Broker  
The Standard Bank of South Africa Limited