

FAMOUS BRANDS LIMITED
(Incorporated in the Republic of South Africa)
(Registration number 1969/004875/06)
JSE Share code: FBR
ISIN code: ZAE000053328
("Famous Brands" or "the company")

DISCLOSURE OF ACQUISITION OF SIGNIFICANT HOLDING OF FAMOUS BRANDS ORDINARY SHARES

In compliance with Section 122(3) (b) of the Companies Act, 2008 (Act 71 of 2008), as amended ("Companies Act") and paragraph 3.83(b) of the Listings Requirements of the JSE Limited ("JSE"), shareholders are advised that on 2 July 2024, Famous Brands received notification in terms of section 122(1) of the Companies Act, that 36ONE Asset Management (Pty) Ltd ("36ONE") on behalf of its clients has acquired a beneficial interest in the securities of the company, such that the entire beneficial interest held by 36ONE Asset Management now amounts to 8.89% of the total number of securities in issue.

As required in terms of section 122(3) (a) of the Companies Act, Famous Brands has filed the required notice with the Takeover Regulation Panel ("TRP").

The board of directors of the company accepts responsibility for the information contained in this announcement having relied on the information as provided by 36ONE in the Form TRP 121.1 and, to the best of their knowledge and belief, such information is true and does not omit anything likely to affect the importance of such information contained herein.

Midrand
3 July 2024

Sponsor
The Standard Bank of South Africa Limited