

BRAIT P.L.C.

(Registered in Mauritius as a Public Limited Company)

(Registration No. 183309 GBC)

Share code: BAT ISIN: LU0011857645

Bond code: WKN: A2SBSU ISIN: XS2088760157

LEI: 549300VB8GBX4UO7WG59

("Brait" or the "Company")

## DEALINGS IN SECURITIES BY ASSOCIATES OF DIRECTORS

In accordance with the requirements of the European Union, the notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMRs") and persons closely associated with them is set out below:

|           |  |   |
|-----------|--|---|
| <b>1.</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b> |   |
| a)        | Name   | Titan Premier Investments (Pty) Ltd ("Titan") |

|           |                                    |  |
|-----------|------------------------------------|--|
| <b>2.</b> | <b>Reason for the notification</b> |  |
| a)        | Position / status                  | Person Closely Associated with a PDMR* |
| b)        | Initial notification / amendment   | Initial notification                   |

|           |  |                      |  |
|-----------|--|----------------------|--|
| <b>3.</b> | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b> |                      |  |
| a)        | Name   | Brait P.L.C          |  |
| b)        | LEI  | 549300VB8GBX4UO7WG59 |  |

|            |   |                              |            |
|------------|---|------------------------------|------------|
| <b>4.1</b> | <b>Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b> |                              |            |
| a)         | Description of the financial instrument, type of instrument   | Ordinary shares              |            |
|            | Identification code   | BAT                          |            |
| b)         | Nature of the transaction   | On-market purchase of shares |            |
| c)         | Price(s) and volume(s)  | Price(s)                     | Volume(s)  |
|            |   | R1.05                        | 23,784,392 |
| d)         | Aggregated information  |                              |            |
|            | Aggregated volume   | 23,784,392                   |            |
|            | Price   | 24,964,097.84                |            |
| e)         | Date of the transaction   | 09/07/2024                   |            |
| f)         | Place of the transaction  | Johannesburg Stock Exchange  |            |

|            |   |                              |            |
|------------|---|------------------------------|------------|
| <b>4.2</b> | <b>Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b> |                              |            |
| a)         | Description of the financial instrument, type of instrument   | Ordinary shares              |            |
|            | Identification code   | BAT                          |            |
| b)         | Nature of the transaction   | On-market purchase of shares |            |
| c)         | Price(s) and volume(s)  | Price(s)                     | Volume(s)  |
|            |   | R1.05                        | 23,976,201 |
| d)         | Aggregated information  |                              |            |
|            | Aggregated volume   | 23,976,201                   |            |
|            | Price   | R25,172,613.43               |            |
| e)         | Date of the transaction   | 10/07/2024                   |            |
| f)         | Place of the transaction  | Johannesburg Stock Exchange  |            |

\* Dr CH Wiese is director of Titan and is also a director of Brait P.L.C.

In accordance with rule 1001 of the Luxembourg Rules and Regulations, shareholders of the Company are hereby informed that as a result of the ordinary share acquisitions detailed above, Dr Wiese's indirect beneficial shareholding held through Titan and its affiliates has increased from 28.66% to 34.26%.

Port Louis, Mauritius

12 July 2024

Brait's Ordinary Shares are primary listed and admitted to trading on the Euro MTF market of the Luxembourg Stock Exchange ("**LuxSE**") and its secondary listing is on the exchange operated by the JSE Limited ("**JSE**"). The Company's 2024 Convertible Bonds due 4 December 2024 are dual listed on the Open Market ("Freiverkehr") segment of the Frankfurt Stock Exchange as well as the Official Market of the Stock Exchange of Mauritius ("**SEM**").

**LuxSE Listing Agent:**

Harney Westwood & Riegels SARL

**JSE Sponsor:**

Rand Merchant Bank (A division of FirstRand Bank Limited)

**SEM Authorised Representative and Sponsor:**

Perigeum Capital Ltd