

TIGER BRANDS LIMITED  
(Incorporated in the Republic of South Africa)  
(Registration number 1944/017881/06)  
Share code: TBS  
ISIN: ZAE000071080  
("Tiger Brands" or the "Company")

#### Extension of Tenure of Chief Executive Officer and Executive Director

Shareholders are referred to the Company's SENS announcement published on 20 October 2023 confirming the appointment of Tjaart Kruger as the Chief Executive Officer and Executive Director of Tiger Brands ("Tjaart") for a period of 26 months, which commenced on 1 November 2023.

The Board is pleased to announce that it has resolved, with immediate effect, to extend Tjaart's tenure for an additional three (3) years up to 31 December 2028. The decision is premised on Tjaart's positive progress to date with the Group's long term strategic turnaround plan, including the appointment of new executive Managing Directors for the six operating divisions, implementation of a new operating model, as well as progress with regards to the Group culture and staff engagement. The Board believes that this decision will provide leadership certainty to Tiger Brands' multiple stakeholders and the necessary runway for the Group's succession plans.

The Board is looking forward to Tjaart's continued dedication and expertise and we are confident that with the support of the rest of the executive team he will lead the company to greater success in building shareholder value.

19 August 2024  
Bryanston

Sponsor: J.P. Morgan Equities South Africa Proprietary Limited