

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

DEALING IN SECURITIES BY AN ASSOCIATE OF A DIRECTOR

In compliance with paragraphs 3.63 to 3.74 of the Listings Requirements of the JSE Limited ("Listings Requirements"), shareholders of Famous Brands are advised of the following transactions by a director in the Company's securities:

| | | |
|----------------------------|---|--|
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Date of transaction | : | 14 August 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 174,809 |
| Price per security | : | R56.80 |
| Total value of transaction | : | R9,929,151.20 |
| Nature of interest | : | Indirect beneficial |

| | | |
|----------------------------|---|--|
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Date of transaction | : | 14 August 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 21,314 |
| Price per security | : | R56.80 |
| Total value of transaction | : | R1,210,635.20 |
| Nature of interest | : | Indirect beneficial |

Midrand
20 August 2024

Sponsor
The Standard Bank of South Africa Limited