PREMIER GROUP LIMITED (formerly Premier Group Proprietary Limited) (Incorporated in the Republic of South Africa) (Registration number 2007/016008/06) ISIN: ZAE000320321 Share Code: PMR ("Premier" or "Company")

CHANGE IN SIGNIFICANT HOLDING OF PREMIER ORDINARY SHARES

Shareholders are referred to the announcement released by Brait P.L.C ("**Brait PLC**") on the Stock Exchange News Service on 12 August 2024 pursuant to which Brait PLC successfully raised R1.5 billion by way of a renounceable rights offer to qualifying shareholders (the "**Rights Offer**"). Titan Premier Investments Proprietary Limited ("**Titan Premier Investments**") participated in the Rights Offer and accordingly acquired additional shares in Brait PLC and increased its fully diluted proportionate interest in Brait PLC.

Pursuant to the terms and conditions of a Cession of Voting Rights Agreement entered into between Titan Premier Investments and Brait PLC (as defined in the Company's pre-listing statement dated 10 March 2023), Titan Premier Investments participation in the Rights Offer has resulted in an increase in the beneficial interest held by Titan Premier Investments, together with other entities related to the Wiese family ("**Titan**"), in the ordinary shares of the Company.

As a result, in accordance with section 122(3)(b) of the Companies Act, No. 71 of 2008 as amended ("**the Companies Act**"), regulation 121(2)(b) of the Companies Regulations, 2011 and paragraph 3.83(b) of the JSE Limited Listings Requirements, shareholders are hereby advised that the Company has received formal notification that, as a result of the above, the beneficial interest held by Titan in the ordinary shares of the Company has increased to 45.6% of the total issued ordinary shares in the Company. Titan's direct economic interest in Premier remains 31.5%.

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

The board of directors of Premier accepts responsibility for the information contained in this announcement as it relates to the Company and confirms that, to the best of its knowledge and belief, such information relating to Premier is true and that this announcement does not omit anything likely to affect the importance of such information.

Johannesburg 22 August 2024

Sponsor RAND MERCHANT BANK (A division of FirstRand Bank Limited)