

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")

### **Dealings in Securities by 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 transaction in the Company's securities:

Director:	DP Hele
Company:	Famous Brands
Date of acceptance of award:	28 August 2024
Nature of Transaction:	Off-market acceptance of performance share awards in terms of the 2023 Famous Brands Limited Share Plan
Class of securities:	Famous Brands ordinary shares
Vesting date:	1 June 2027, subject to certain performance criteria being met
Number of securities:	151 634.00
Price:	R50.73
Value of Transaction:	R7,692,375
Nature of Interest:	Direct beneficial
Clearance to deal:	Yes

Midrand  
29 August 2024

Sponsor  
The Standard Bank of South Africa Limited