

Purple Group Limited
(Incorporated in the Republic of South Africa)
(Registration number 1998/013637/06)
Share code: PPE ISIN: ZAE000185526
("Purple Group" or "the Company")

ALLOCATIONS AND ACCEPTANCE OF ASSIGNMENTS AND AWARDS IN RESPECT OF THE PURPLE GROUP SHARE INCENTIVE PLAN

Purple Group shareholders approved the implementation of the Purple Group Share Incentive Plan ("Share Incentive Plan") at a general meeting, held on Friday, 3 June 2022. The purpose of the Share Incentive Plan is to align executive directors, prescribed officers and key management with shareholder interests and reward exceptional performance.

The Remuneration Committee has approved the following individual assignments of Hurdle Share Appreciation Rights ("HSARs") and Performance Share Awards ("PSAs") to the executive directors of the Company, in accordance with the provisions of the Share Incentive Plan and the following executive directors have accepted the allocations made to them:

Number of HSARs:	Charles Henry Savage – 1 576 203 Gary Stewart van Dyk – 1 110 002
Number of PSAs:	Charles Henry Savage – 2 894 771 Gary Stewart van Dyk – 2 038 571
Date of transaction:	30 August 2024
Nature of transaction:	Acceptance of assignments and awards in terms of the Share Incentive Plan
Nature of Interest:	Direct Beneficial
Vesting Date:	HSARs – 30 August 2031 (7 years) PSAs – 30 August 2027 (3 years)
PPE 30 day VWAP:	R0.76
Current Value of subject shares @ 30 day VWAP:	Charles Henry Savage – R3 397 940.24 Gary Stewart van Dyk – R2 392 915.48
Class of Securities:	HSARs provide participants with the right to be settled shares equal to the value by which the Company's share price on vesting date has outperformed the Hurdle Strike Price ("HSP"). PSAs provide the participants the right to be settled the above mentioned number of shares in the Company or a pro-rata portion thereof on vesting date, subject to the level of performance achieved.
Starting Price:	R1.00 (representing a 32% premium to the 30 day VWAP), being the price set by the Remuneration Committee to be utilised in the calculation of the HSP and the PSA Performance Targets.

HSP: Formulaically determined - Starting Price compounded annually by the 3-year rolling return of the Financial 15 Index (JSE Code: J212T) from Allocation Date up to the Vesting Date.

PSA Performance Targets: Performance Level 1, 2 and 3
Starting Price compounded by 2 times (Performance Level 1), 3 times (Performance Level 2) or 4 times (Performance Level 3) the 3-year rolling growth in the FINI15 index over the 3-year Vesting Period. Depending on the Performance Level attained by the vesting date, the participant would be settled between 33.33% and 100% of the PSAs in shares.

Clearance was given for the above-mentioned off-market transactions by the Remuneration Committee in terms of paragraph 3.66 of the JSE Listings Requirements.

Responsibility Statement

The Board accepts responsibility for the information contained in this announcement. To the best of the Board's knowledge and belief, the information contained in this announcement is true and nothing has been omitted which is likely to affect the importance of the information.

Johannesburg
3 September 2024

Company Secretary: CTSE Registry Services Proprietary Limited
Sponsor: Deloitte & Touche Sponsor Services Proprietary Limited