

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 an associate of a director in the Company's securities:

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|-----------------------------|---|--|
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Nature of relationship | : | Non-controlling Trustee and beneficiary |
| Date of transaction | : | 19 September 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 16,206 |
| Average Price per security: | : | R59.17 |
| High | : | R60.00 |
| Low | : | R59.00 |
| Total value of transaction | : | R958,988.99 |
| Nature of interest | : | Indirect beneficial |
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Nature of relationship | : | Non-controlling Trustee and beneficiary |
| Date of transaction | : | 20 September 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 8,661 |
| Price per security | : | R59.00 |
| Total value of transaction | : | R510,999 |
| Nature of interest | : | Indirect beneficial |
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Nature of relationship | : | Non-controlling Trustee and beneficiary |
| Date of transaction | : | 23 September 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 65,690 |
| Price per security | : | R59.00 |
| Total value of transaction | : | R3,875,710 |

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|----------------------------|---|--|
| Nature of interest | : | Indirect beneficial |
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Nature of relationship | : | Non-controlling Trustee and beneficiary |
| Date of transaction | : | 23 September 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 5 496 |
| Price per security | : | R60.00 |
| Total value of transaction | : | R329,760 |
| Nature of interest | : | Indirect beneficial |

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|-----------------------------|---|--|
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Nature of relationship | : | Non-controlling Trustee and beneficiary |
| Date of transaction | : | 25 September 2024 |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 94,504 |
| Average Price per security: | : | R60.00 |
| High | : | R60.11 |
| Low | : | R60.00 |
| Total value of transaction | : | R5,670,299.43 |
| Nature of interest | : | Indirect beneficial |

| | | |
|----------------------------|---|---|
| Director | : | Nicolaos Halamandaris |
| Associate | : | Panis Trust |
| Nature of relationship | : | Non-controlling Trustee and beneficiary |
| Date of transaction | : | 30 August 2024 (notification received by the company on 23 September 2024) |
| Class of securities | : | Ordinary shares in Famous Brands Limited |
| Nature of transactions | : | On-market sale of Famous Brands shares |
| Number of securities | : | 9,443 |
| Price per security | : | R59.00 |
| Total value of transaction | : | R557,137 |
| Nature of interest | : | Indirect beneficial |

Midrand
26 September 2024

Sponsor

The Standard Bank of South Africa Limited