

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

Dealings in Famous Brands Shares by Share Scheme, Directors and Company Secretary

In compliance with Schedule 9 paragraph 1.9(d) and paragraph 6.90 of the Listings Requirements of the JSE Limited, we hereby advise the following dealings by the Famous Brands Share Incentive Scheme 2015 and the Famous Brands 2023 Share Plan:

Name of scheme:	Famous Brands Share Incentive Scheme 2015 and The Famous Brands Limited 2023 Share Plan
Nature of transaction:	On-market purchase of ordinary shares in Famous Brands for delivery to nominated participants
Date of transaction:	4 June 2026
Total number of shares:	110,359
High	53.2300
Low	52.8100
VWAP	52.96957086
Total transaction value:	R5,845,668.87
Interest:	Direct beneficial

In compliance with paragraphs 6.77 to 6.89 of the Listings Requirements of the JSE Limited, Famous Brands shareholders are advised of the following dealings by Famous Brands director and company secretary:

Director:	DP Hele
Company:	Famous Brands
Date of transaction:	1 June 2026
Nature of transaction:	Off market receipt of Retention Shares awarded 2021 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	5658
Exercise Price per share:	R51.67
Value of transaction:	R292,348.86
Nature of interest:	Direct beneficial
Director:	DP Hele
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	2,558
Price per share:	R52.97
Value of transaction:	R135,497.26

Nature of interest:	Direct beneficial
Director:	DP Hele
Company:	Famous Brands
Date of transaction:	1 June 2026
Nature of transaction:	Off market receipt of Performance Share awards granted in June 2023 in terms of the Famous Brands Limited 2023 Share Plan, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	67,131
Exercise price per share:	R51.67
Value of transaction:	R3,468,658.77
Nature of interest:	Direct beneficial
Director:	DP Hele
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	30,351
Price per share:	R52.97
Value of transaction:	R1,607,692.47
Nature of interest:	Direct beneficial
Director:	N Shiluvana
Company:	Famous Brands
Date of transaction:	1 June 2026
Nature of transaction:	Off market automatic receipt of Retention Shares awarded in June 2022 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	822
Exercise Price per share:	R51.67
Value of transaction:	R42,472.74
Nature of interest:	Direct beneficial
Director:	N Shiluvana
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	373
Price per share:	R52.97
Value of transaction:	R19,757.81
Nature of interest:	Direct beneficial
Director:	N Shiluvana
Company:	Famous Brands

Date of transaction:	1 June 2026
Nature of transaction:	Off market automatic receipt of Restricted Share grants awarded in June 2023 in terms of the Famous Brands 2023 Share Plan, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	4,069
Exercise Price per share:	R51.67
Value of transaction:	R210,245.23
Nature of interest:	Direct beneficial
Director:	N Shiluvana
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	1840
Price per share:	R52.97
Value of transaction:	R97,464.80
Nature of interest:	Direct beneficial
Director:	N Shiluvana
Company:	Famous Brands
Date of transaction:	1 June 2026
Nature of transaction:	Off market receipt of Performance Share awards granted in June 2023 in terms of the Famous Brands 2023 Share Plan, following the automatic vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	7,273
Exercise Price per share:	R51.67
Value of transaction:	R375,795.91
Nature of interest:	Direct beneficial
Director:	N Shiluvana
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting
Class of securities:	Famous Brands ordinary shares
Number of securities:	3289
Price per share:	R52.97
Value of transaction:	R174,218.33
Nature of interest:	Direct beneficial
Company Secretary:	CD Appollis
Company:	Famous Brands
Date of transaction:	1 June 2026
Nature of transaction:	Off market automatic receipt of Retention Shares awarded in 2021 and 2022 in terms of the Famous Brands Share Incentive Scheme, following the automatic vesting
Class of securities:	Famous Brands ordinary shares

Number of securities:	3690
Exercise Price per share:	R51.67
Value of transaction:	R190,662.30
Nature of interest:	Direct beneficial

Company Secretary:	CD Appollis
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above vesting

Class of securities:	Famous Brands ordinary shares
Number of securities:	1669
Price per share:	R52.97
Value of transaction:	R88,406.93
Nature of interest:	Direct beneficial

Company Secretary:	CD Appollis
Company:	Famous Brands
Date of transaction:	1 June 2026
Nature of transaction:	Off market receipt of Performance Share awards granted in June 2023 in terms of the Famous Brands 2023 Share Plan, following the automatic vesting

Class of securities:	Famous Brands ordinary shares
Number of securities:	21,716
Exercise price per share:	R51.67
Value of transaction:	R1,122,065.72
Nature of interest:	Direct beneficial

Company Secretary:	CD Appollis
Company:	Famous Brands
Date of transaction:	4 June 2026
Nature of transaction:	On-market sale of Famous Brands ordinary shares to meet income tax obligations following the above automatic vesting

Class of securities:	Famous Brands ordinary shares
Number of securities:	21,716
Price per share:	R52.97
Value of transaction:	R1,150,296.52
Nature of interest:	Direct beneficial

Clearance to deal was received in terms of the JSE Limited Listings Requirements.

Midrand
5 June 2026
Sponsor and Corporate Broker
The Standard Bank of South Africa Limited