

PSG FINANCIAL SERVICES LIMITED

(Incorporated in the Republic of South Africa)

Registration Number: 1993/003941/06

JSE Share Code: KST

NSX Share Code: KFS

SEM Share Code: PSGK.N0000

ISIN Code: ZAE000191417

LEI Code: 378900ECF3D86FD28194

(“**PSG Financial Services**” or the “**Company**”)



ACCEPTANCE OF OPTIONS IN TERMS OF THE PSG KONSULT GROUP SHARE INCENTIVE TRUST

In compliance with paragraphs 3.63 to 3.74 of the JSE Limited (“**JSE**”) Listings Requirements, the following information regarding dealings in PSG Financial Services securities is disclosed:

1.

NAME OF DIRECTOR	FJ Gouws
COMPANY OF WHICH A DIRECTOR	PSG Financial Services Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services’ 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	2 200 000
TOTAL RAND VALUE OF OPTIONS	R39 666 000.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

2.

NAME OF DIRECTOR	MIF Smith
COMPANY OF WHICH A DIRECTOR	PSG Financial Services Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	600 000
TOTAL RAND VALUE OF OPTIONS	R10 818 000.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

3.

NAME OF DIRECTOR	JL Johannes
COMPANY OF WHICH A DIRECTOR	PSG Financial Services Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	50 000
TOTAL RAND VALUE OF OPTIONS	R901 500.00

VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

4.

NAME OF DIRECTOR	NM Gudka
COMPANY OF WHICH A DIRECTOR	PSG Wealth Financial Planning Proprietary Limited (a major subsidiary of PSG Financial Services)
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	600 000
TOTAL RAND VALUE OF OPTIONS	R10 818 000.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

5.

NAME OF DIRECTOR	EF Gibbens
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COMPANY OF WHICH A DIRECTOR	PSG Wealth Financial Planning Proprietary Limited (a major subsidiary of PSG Financial Services)
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	600 000
TOTAL RAND VALUE OF OPTIONS	R10 818 000.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

6.

NAME OF DIRECTOR	EC de Waal
COMPANY OF WHICH A DIRECTOR	PSG Wealth Holdings Proprietary Limited (a major subsidiary of PSG Financial Services)
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	600 000

TOTAL RAND VALUE OF OPTIONS	R10 818 000.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

7.

NAME OF DIRECTOR	CM Masondo
COMPANY OF WHICH A DIRECTOR	PSG Insure Holdings Proprietary Limited (a major subsidiary of PSG Financial Services)
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	475 000
TOTAL RAND VALUE OF OPTIONS	R8 564 250.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

8.

NAME OF DIRECTOR	HKT Johns
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COMPANY OF WHICH A DIRECTOR	PSG Life Limited (a major subsidiary of PSG Financial Services)
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2025
DATE OF ACCEPTANCE OF OPTIONS	25 April 2025
OPTION STRIKE PRICE	R18.03 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2025)
NUMBER OF OPTIONS ACCEPTED	100 000
TOTAL RAND VALUE OF OPTIONS	R1 803 000.00
VESTING DATE OF OPTIONS	Exercisable in tranches of 25% each on the 2 nd , 3 rd , 4 th and 5 th anniversary of the award
NATURE OF TRANSACTION	Acceptance of award of options to acquire ordinary shares in terms of the share incentive scheme (Off-market transaction)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial
CLEARANCE OBTAINED	Yes

Tyger Valley
29 April 2025

JSE Sponsor: PSG Capital Proprietary Limited
NSX Sponsor: PSG Wealth Management (Namibia) Proprietary Limited, member of the Namibian Stock Exchange
SEM authorised representative and SEM Sponsor: Perigeum Capital Ltd

This notice is issued pursuant to the JSE Listings Requirements and the SEM Listing Rules. The board of directors of PSG Financial Services accepts full responsibility for the accuracy of the information contained in this Communiqué.