

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")



EXERCISE AND RELATED SETTLEMENT OF SHARE OPTIONS IN TERMS OF THE PSG KONSULT GROUP SHARE INCENTIVE TRUST

In compliance with paragraphs 3.63 to 3.74 of the JSE Listings Requirements, the following information regarding the exercise of share options 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	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R7.13 R9.08 R12.71 R12.17	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	1 200 000 2 125 000 1 312 500 1 250 000	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(4)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

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	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R7.13 R9.08 R12.71 R12.17	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	300 000 525 000 375 000 312 500	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(4)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on the 2 May 2025 of R20.63 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

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	Options to acquire ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R7.13 R9.08 R12.71 R12.17	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	12 500 12 500 12 500 12 500	(1) (2) (3) (4)
NUMBER OF SHARES TO BE RECEIVED	4 498 3 849 2 639 2 819	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(4)

NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related after-tax net-equity settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

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	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R7.13 R9.08 R12.71 R12.17	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	300 000 525 000 375 000 312 500	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(4)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

5.

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	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R9.26 R7.13 R9.08 R12.71	(1) (2) (3) (4)

	R12.17	(5)
NUMBER OF OPTIONS EXERCISED	375 000 300 000 525 000 375 000 312 500	(1) (2) (3) (4) (5)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 February 2025 during which the options can be exercised Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1) (2)-(5)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

6.

NAME OF DIRECTOR	HKT Johns	
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	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R12.71 R12.17	(1) (2)
NUMBER OF OPTIONS EXERCISED	25 000 31 250	(1) (2)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(2)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

7.

NAME OF DIRECTOR	AM Ahern	
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COMPANY OF WHICH A DIRECTOR	PSG Asset Management Holdings Proprietary Limited (a major subsidiary of PSG Financial Services)	
STATUS: EXECUTIVE/NON-EXECUTIVE	Non-executive	
TYPE AND CLASS OF SECURITIES	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R7.13 R9.08 R12.71 R12.17	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	187 500 400 000 325 000 250 000	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(4)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

8.

NAME OF DIRECTOR	LE Sankar	
COMPANY OF WHICH A DIRECTOR	PSG Asset Management Holdings Proprietary Limited (a major subsidiary of PSG Financial Services)	
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive	
TYPE AND CLASS OF SECURITIES	Options to acquire ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R7.13 R9.08 R12.71 R12.17	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	25 000 37 500 17 500 31 250	(1) (2) (3) (4)
NUMBER OF SHARES TO BE RECEIVED	8 997 11 547 3 695 7 048	(1) (2) (3) (4)

PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	(1)-(4)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related after-tax net-equity settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

9.

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	Options in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	5 May 2025	
OPTION STRIKE PRICE	R12.17	
NUMBER OF OPTIONS EXERCISED	62 500	
NUMBER OF SHARES TO BE RECEIVED	14 096	
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2025 during which the options can be exercised	
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on 2 May 2025 of R20.63 per share and related after-tax net-equity settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

Clearance for the above was obtained in terms of paragraph 3.66 of the JSE Listings Requirements.

Tyger Valley
5 May 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.