

BRAIT P.L.C.

(Registered in Mauritius as a Public Limited Company)

(Registration No. 183309 GBC)

Share code: BAT ISIN: LU0011857645

Bond code: WKN: A2SBSU ISIN: XS2088760157

LEI: 549300VB8GBX4UO7WG59

("Brait" or the "Company")

DEALINGS IN SECURITIES BY AN ASSOCIATE OF A DIRECTOR

In accordance with the requirements of the European Union, the notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMRs") and persons closely associated with them is set out below:

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Titan Premier Investments (Pty) Ltd ("Titan")

2.	Reason for the notification	
a)	Position / status	Person Closely Associated with a PDMR*
b)	Initial notification / amendment	Initial notification

3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Brait P.L.C	
b)	LEI	549300VB8GBX4UO7WG59	

4.	Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares	
	Identification code	BAT	
b)	Nature of the transaction	Off-market sale of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		R2.1330 (rounded)	44,394,768
d)	Aggregated information		
	Aggregated volume	44,394,768	
	Price	R94,695,163.65	
e)	Date of the transaction	25/07/2025	
f)	Place of the transaction	Off market	

* Dr CH Wiese is a director of Titan and Brait P.L.C.

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Mr PJ Roelofse

2.	Reason for the notification	
a)	Position / status	PDMR^
b)	Initial notification / amendment	Initial notification

3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Brait P.L.C	
b)	LEI	549300VB8GBX4UO7WG59	

4.	Details of the transaction(s) section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
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a)	Description of the financial instrument, type of instrument	Ordinary shares	
	Identification code	BAT	
b)	Nature of the transaction	Off-market purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		R2.1330 (rounded)	20,078,036
d)	Aggregated information		
	Aggregated volume	20,078,036	
	Price	R42,826,958.91	
e)	Date of the transaction	25/07/2025	
f)	Place of the transaction	Off market	

^ Mr PJ Roelofse, a director of Brait and a shareholder of Oryx Partners (Pty) Ltd (“Oryx”), has, along with other Oryx shareholders, acquired Brait ordinary shares from Titan as part of the restructuring of Titan’s management agreement with Oryx. To maintain Titan’s voting interest in Brait, the voting rights attached to these shares have been ceded to Titan under a Cession of Voting Rights Agreement.

Port Louis, Mauritius

30 July 2025

Brait’s Ordinary Shares are primary listed and admitted to trading on the Euro MTF market of the Luxembourg Stock Exchange (“**LuxSE**”) and its secondary listing is on the exchange operated by the JSE Limited (“**JSE**”). The Company’s Convertible Bonds are dual listed on the Open Market (“Freiverkehr”) segment of the Frankfurt Stock Exchange as well as the Official Market of the Stock Exchange of Mauritius (“**SEM**”).

LuxSE Listing Agent:

Harney Westwood & Riegels SARL

JSE Sponsor:

Rand Merchant Bank (A division of FirstRand Bank Limited)

SEM Authorised Representative and Sponsor:

Perigeum Capital Ltd