

**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", the "Company" or the "Group")




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**DEALINGS BY DIRECTORS OF MAJOR SUBSIDIARIES OF THE COMPANY**


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In compliance with the JSE Listings Requirements, the following information regarding dealings in PSG Financial Services securities, occurring in terms of the Group's approved share incentive trust ("SIT") deed, is disclosed:

1.

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	Ordinary shares
NATURE	Acquisition – election to invest portion of bonus in PSG Financial Services shares (off-market transaction)
DATE OF TRANSACTION	29 April 2026
PRICE PER SHARE	R27.42
NUMBER OF SECURITIES TRANSACTED	103 939
TOTAL RAND VALUE OF SECURITIES	R2 850 000.00
NATURE AND EXTENT OF INTEREST	Direct, beneficial

2.

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	Ordinary shares

NATURE	Acquisition – election to invest portion of bonus in PSG Financial Services shares (off-market transaction)
DATE OF TRANSACTION	29 April 2026
PRICE PER SHARE	R27.42
NUMBER OF SECURITIES TRANSACTED	328 228
TOTAL RAND VALUE OF SECURITIES	R9 000 000.00
NATURE AND EXTENT OF INTEREST	Direct, beneficial

3.

NAME OF DIRECTOR	EF Gibbens
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	Ordinary shares
NATURE	Acquisition – election to invest portion of bonus in PSG Financial Services shares (off-market transaction)
DATE OF TRANSACTION	29 April 2026
PRICE PER SHARE	R27.42
NUMBER OF SECURITIES TRANSACTED	142 232
TOTAL RAND VALUE OF SECURITIES	R3 900 000.00
NATURE AND EXTENT OF INTEREST	Direct, beneficial

4.

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	Ordinary shares

NATURE	Acquisition – election to invest portion of bonus in PSG Financial Services shares (off-market transaction)
DATE OF TRANSACTION	29 April 2026
PRICE PER SHARE	R27.42
NUMBER OF SECURITIES TRANSACTED	11 625
TOTAL RAND VALUE OF SECURITIES	R318 750.00
NATURE AND EXTENT OF INTEREST	Direct, beneficial

5.

NAME OF DIRECTOR	KW Madi
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	Ordinary shares
NATURE	Acquisition – election to invest portion of bonus in PSG Financial Services shares (off-market transaction)
DATE OF TRANSACTION	29 April 2026
PRICE PER SHARE	R27.42
NUMBER OF SECURITIES TRANSACTED	95 733
TOTAL RAND VALUE OF SECURITIES	R2 625 000.00
NATURE AND EXTENT OF INTEREST	Direct, beneficial

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	Ordinary shares
NATURE	Release of shares in PSG Financial Services to director by SIT (off-market transaction)
DATE OF RELEASE	30 April 2026

PRICE AT WHICH SECURITIES WERE INITIALLY ACQUIRED BY SIT	R20.28
NUMBER OF SECURITIES RELEASED	79 512
TOTAL RAND VALUE OF SECURITIES RELEASED	R2 122 175.28 (based on closing price of R26.69 at 31 March 2026)
NATURE AND EXTENT OF INTEREST	Direct, beneficial

7.

NAME OF DIRECTOR	EF Gibbens
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	Ordinary shares
NATURE	Release of shares in PSG Financial Services to director by SIT (off-market transaction)
DATE OF RELEASE	30 April 2026
PRICE AT WHICH SECURITIES WERE INITIALLY ACQUIRED BY SIT	R20.28
NUMBER OF SECURITIES RELEASED	73 964
TOTAL RAND VALUE OF SECURITIES RELEASED	R1 974 099.16 (based on closing price of R26.69 at 31 March 2026)
NATURE AND EXTENT OF INTEREST	Direct, beneficial

8.

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	Ordinary shares
NATURE	Release of shares in PSG Financial Services to director by SIT (off-market transaction)
DATE OF RELEASE	30 April 2026
PRICE AT WHICH SECURITIES WERE INITIALLY ACQUIRED BY SIT	R20.28

NUMBER OF SECURITIES RELEASED	5 547
TOTAL RAND VALUE OF SECURITIES RELEASED	R148 049.43 (based on closing price of R26.69 at 31 March 2026)
NATURE AND EXTENT OF INTEREST	Direct, beneficial

9.

NAME OF DIRECTOR	KW Madi
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	Ordinary shares
NATURE	Release of shares in PSG Financial Services to director by SIT (off-market transaction)
DATE OF RELEASE	30 April 2026
PRICE AT WHICH SECURITIES WERE INITIALLY ACQUIRED BY SIT	R20.28
NUMBER OF SECURITIES RELEASED	4 808
TOTAL RAND VALUE OF SECURITIES RELEASED	R128 325.52 (based on closing price of R26.69 at 31 March 2026)
NATURE AND EXTENT OF INTEREST	Direct, beneficial

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

Tyger Valley  
30 April 2026

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.