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**”)

NOTIFICATION OF AN ADJUSTMENT TO THE CONVERSION PRICE

The Company hereby notifies bondholders of the £133 627 786 8.0 percent Convertible Bonds due 2027 (the “**Convertible Bonds**”), that in accordance with Condition 6(b)(iv) of the Terms and Conditions of the Convertible Bonds and as a result of the issue of up to 1 655 629 139 new Ordinary Shares under the rights issue announced on 18 June 2026 with an ex-date of 22 July 2026 (the “**Effective Date**”) the Conversion Price has been adjusted on the Effective Date from £0.3523 to £0.3240.

Capitalised terms not otherwise defined in this notice shall have the meaning given to them in the terms and conditions of the Convertible Bonds (the “**Conditions**”).

Port Louis, Mauritius

Wednesday, 22 July 2026

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 Limited