

PSG FINANCIAL SERVICES LIMITED

(Previously PSG Konsult 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 NET-CASH SETTLEMENT OF SHARE OPTIONS IN TERMS OF THE PSG KONSULT GROUP SHARE INCENTIVE TRUST AND DEALINGS IN PSG FINANCIAL SERVICES SECURITIES

Upon the exercise of the share options referred to below, PSG Financial Services elected to settle same on a net-cash basis. Accordingly, no shares were traded.

Due to the net-cash settlement, the executive directors did not receive any PSG Financial Services shares in respect of such options exercised, but only the net after-tax amount in cash.

In the interest of transparency, the following information regarding the exercise of options is consequently 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	24 April 2024	
OPTION STRIKE PRICE	R10.15 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	1 000 000 1 200 000 2 125 000 1 312 500	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 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 exercise date of R15.06 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	24 April 2024	
OPTION STRIKE PRICE	R10.15 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	250 000 300 000 525 000 375 000	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 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 exercise date of R15.06 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 in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	24 April 2024	
OPTION STRIKE PRICE	R10.15 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	12 500 12 500	(1) (2)

	12 500 12 500	(3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 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 exercise date of R15.06 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

4.

NAME OF DIRECTOR	AM Ahern	
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 in relation to ordinary shares	
EXERCISE DATE OF OPTIONS	24 April 2024	
OPTION STRIKE PRICE	R10.15 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	250 000 187 500 400 000 325 000	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 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 exercise date of R15.06 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

5.

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	24 April 2024	
OPTION STRIKE PRICE	R10.15 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	250 000 300 000 525 000 375 000	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 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 exercise date of R15.06 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

6.

NAME OF DIRECTOR	PJ Redshaw	
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	24 April 2024	
OPTION STRIKE PRICE	R10.15 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	75 000 37 500 31 250 18 750	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 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 exercise date of R15.06 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

7.

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	24 April 2024	
OPTION STRIKE PRICE	R12.71	(1)
NUMBER OF OPTIONS EXERCISED	25 000	(1)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 April 2024 during which the options can be exercised	(1)
NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on the exercise date of R15.06 per share and related net-cash settlement (Off-market transaction)	
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, Beneficial	

8.

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	24 April 2024	
OPTION STRIKE PRICE	R9.26 R7.13 R9.08 R12.71	(1) (2) (3) (4)
NUMBER OF OPTIONS EXERCISED	375 000 300 000 525 000 375 000	(1) (2) (3) (4)
PERIOD OF EXERCISE	Participants have a 5-month period from the vesting date of 1 February 2024 during which the options can be exercised Participants have a 5-month period from the vesting date of 1 April 2024 during which the options can be exercised	(1) (2)-(4)

NATURE OF TRANSACTION	Exercise of share options by the director at the closing price on the exercise date of R15.06 per share and related net-cash 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.

DEALINGS IN PSG FINANCIAL SERVICES SECURITIES

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:

ACCEPTANCE OF OPTIONS IN TERMS OF THE PSG KONSULT GROUP SHARE INCENTIVE TRUST (“SIT”)

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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services’ 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	4 650 000
TOTAL RAND VALUE OF OPTIONS	R68 355 000.00
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

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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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	1 250 000
TOTAL RAND VALUE OF OPTIONS	R18 375 000.00
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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	125 000

TOTAL RAND VALUE OF OPTIONS	R1 837 500.00
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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	1 250 000
TOTAL RAND VALUE OF OPTIONS	R18 375 000.00
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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	1 500 000
TOTAL RAND VALUE OF OPTIONS	R22 050 000.00
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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	2 225 000

TOTAL RAND VALUE OF OPTIONS	R32 707 500.00
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

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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	1 000 000
TOTAL RAND VALUE OF OPTIONS	R14 700 000.00
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

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	Share options to acquire ordinary shares
DATE OF AWARD OF OPTIONS	1 April 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	200 000
TOTAL RAND VALUE OF OPTIONS	R2 940 000.00
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

9.

NAME OF DIRECTOR	PJ Redshaw
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 2024
DATE OF ACCEPTANCE OF OPTIONS	24 April 2024
OPTION STRIKE PRICE	R14.70 (PSG Financial Services' 30-day volume weighted average traded price prior to 1 April 2024)
NUMBER OF OPTIONS ACCEPTED	50 000

TOTAL RAND VALUE OF OPTIONS	R735 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
25 April 2024

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.