

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 ASSOCIATES OF DIRECTORS

Shareholders are referred to the announcement published on 12 August 2024, in which they were advised that Titan Premier Investments (Pty) Ltd and its subsidiaries (“Titan”) had entered into a total return swap agreement with Standard Bank of South Africa Limited (“Standard Bank”), on 6 of August 2024, in respect of 454,196,112 Brait shares (the “Pre-Rights Offer Shares”).

Based on the outcome of the Rights Offer, this arrangement has been unwound and Titan has re-acquired the Pre-Rights Offer Shares and the total return swap for such shares has accordingly been terminated.

Titan’s cumulative interest in Brait

Titan holds has an economic interest in Brait equivalent to 1,443,412,579 shares, representing 37.4% of the issued shares in Brait.

Regulatory Notices

In accordance with rule 1001 of the Luxembourg Rules and Regulations, shareholders of the Company are hereby informed that, as a result of the termination of the total return swap detailed above, Standard Banks’s beneficial shareholding in Brait has decreased to 0.26%.

In accordance with rule 1001 of the Luxembourg Rules and Regulations, shareholders of the Company are hereby informed that, as a result of the termination of the total return swap detailed above, Titan’s beneficial shareholding in Brait has increased to 37.4%.

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	
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	
4.1	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 acquisition and unwind total return swap of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		R0.84	454,196,112

d)	Aggregated information	
	Aggregated volume	454,196,112
	Price	R381,524,734.08
e)	Date of the transaction	14/08/2024
f)	Place of the transaction	Off-market

* Dr CH Wiese is director of Titan and is also a director of Brait.

Port Louis, Mauritius
16 August 2024

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