

PREMIER FOOD AND FISHING LIMITED

(previously Sekunjalo Industrial Holdings Proprietary Limited)

(Incorporated in the Republic of South Africa)

(Registration number 1998/018598/06)

Share code: PFF, ISIN: ZAE000238309

("PFF" or "the Company")

CHANGE OF NAME, DISTRIBUTION OF CIRCULAR AND NOTICE OF GENERAL MEETING

1. INTRODUCTION AND RATIONALE

- 1.1. Shareholders are hereby advised that the directors of PFF wish to propose that the name of the Company be changed to Premier Fishing and Brands Limited ("Change of Name").
- 1.2. The rationale for the Change of Name is to remove potential confusion in the market that may exist with Premier FMCG Proprietary Limited, by replacing the word "Food" in its name with the word "Brands".

2. DISTRIBUTION OF CIRCULAR AND NOTICE OF GENERAL MEETING

- 2.1. PFF shareholders are further advised that a circular ("Circular"), containing all the relevant information relating to the Change of Name, will be distributed today, Tuesday, 8 August 2017. The Circular also incorporates a notice convening a general meeting of PFF shareholders ("General Meeting") for the purpose of considering, and, if deemed fit, passing, with or without modification, the resolutions to effect the Change of Name in terms of the notice of General Meeting attached to and forming part of the Circular.
- 2.2. The General Meeting of PFF shareholders will be held at the PFF head office, at Quay 7, Breakwater Boulevard, East Pier, Victoria & Alfred Waterfront, Cape Town at 10:00 on Thursday, 14 September 2017.
- 2.3. The Circular will also be available on the Company's website at www.premierfishing.co.za from today, Tuesday, 8 August 2017.
- 2.4. The Company further confirms that African Equity Empowerment Investments Limited, currently holding 55% of the shares in PFF, has provided the Company with an irrevocable undertaking to vote in favour of the resolutions to effect the Change of Name.

3. IMPORTANT DATES AND TIMES

Shareholders are referred to the table below setting out important dates and times in relation to the Change of Name.

2017

Record date to determine which Shareholders are eligible to receive notice of the General Meeting

Friday, 28 July

Circular incorporating notice of General Meeting, application for electronic

Tuesday, 8 August

participation at the General Meeting and form of proxy, posted to PFF Shareholders	
Announcement on SENS relating to the issue of the Circular, details of the General Meeting and declaration of the Change of Name	Tuesday, 8 August
Announcement in the press relating to the issue of the Circular and details of the General Meeting	Thursday, 10 August
Last day to trade in order to be eligible to vote at the General Meeting	Tuesday, 5 September
Record date to be eligible to vote at the General Meeting	Friday, 8 September
Last day to lodge forms of proxy with the Transfer Secretaries for administrative purposes only in respect of the General Meeting at 10:00 on	Tuesday, 12 September
Forms of proxy may be handed to the chairman of the General Meeting, at any time before the proxy exercises any rights at the General Meeting on	Thursday, 14 September
General Meeting of PFF Shareholders held at 10:00 on	Thursday, 14 September
Results of the General Meeting released on SENS on or about	Thursday, 14 September
Change of Name special resolution lodged with CIPC for registration	Friday, 15 September
Expected date of CIPC registration of Change of Name special resolution	Monday, 25 September
Expected release on SENS of the finalisation announcement in respect of the Change of Name by 11:00	Tuesday, 26 September
Expected publication in the press of the finalisation announcement in respect of the Change of Name	Wednesday, 27 September
Expected last day to trade prior to the Change of Name trading ex	Tuesday, 3 October
Expected termination date for trading under the name of "Premier Food and Fishing Limited" and commencement of trading under the new name "Premier Fishing and Brands Limited", under share code "PFB", short name "PFB" and ISIN ZAE000247516 from the commencement of trade	Wednesday, 4 October
Expected record date for the Change of Name	Friday, 6 October
Expected date that the accounts of Dematerialised Shareholders with their CSDP's	Monday, 9 October

or brokers will be updated with the new name

Expected date that new share certificates will be issued to Certificated Shareholders, posted by registered post, at their risk

Monday, 9 October

Notes:

1. The above dates and times are subject to change. Any material changes will be released on SENS.
2. All times quoted in this Circular are local times in South Africa.
3. If the General Meeting is adjourned or postponed, forms of proxy submitted for the initial General Meeting will remain valid in respect of any adjournment or postponement of the General Meeting unless the contrary is stated on such forms of proxy.
4. Shareholders may not dematerialise or re-materialise their Shares after the last day to trade.
5. Shareholders are reminded that shares in companies listed on the JSE can no longer be bought or sold on the JSE unless they have been dematerialised onto the Strate system. It is therefore suggested that PFF Certificated Shareholders should consider dematerialising their Shares and replacing them with electronic records of ownership. In this regard, Shareholders may contact either their own broker or a preferred CSDP, details of which are available from Strate at queries@strate.co.za or telephone +27 11 759 5300 or fax +27 11 759 5505.

Cape Town
8 August 2017

PSG Capital Proprietary Limited
Transaction Adviser and Sponsor

Cliffe Dekker Hofmeyr Incorporated
Attorneys