

Trading Statement

PREMIER FISHING AND BRANDS LIMITED  
(Incorporated in the Republic of South Africa)  
(Registration number 1998/018598/06)  
Share Code: PFB  
ISIN ZAE000247516  
("PFB" or "the Group" or "the Company")

TRADING STATEMENT

In accordance with paragraph 3.4(b) of the Listing Requirements of JSE Limited, a listed company is required to publish a trading statement as soon as they are reasonably certain that the financial results for the financial period to be reported on next will differ by at least 20% from those of the prior comparative period.

Under tough trading conditions, the Group managed to increase revenue by 32%, increase operating profit by 62% and increase EBITDA by 43%, which were some of the key highlights for the first 6 months of the 2021 financial year.

However, the Group expects to report basic earnings per share ("EPS") for the six months ending 28 February 2021 of between 1.21 and 2.29 cents per share, representing a decrease of between 57.8% and 77.8%, compared to the EPS of 5.43 cents per share reported on for the six months ending 28 February 2020, due to the allocation of profits to non-controlling interests being higher than compared to prior year.

The Group also expects to report headline earnings per share ("HEPS") for the six months ending 28 February 2021 of between 1.26 and 2.24 cents per share, representing a decrease of between 54.6% and 74.6%, compared to HEPS of 4.94 cents per share reported on for the six months ending 28 February 2020, due to the allocation of profits to non-controlling interests being higher than compared to prior year.

The Group's results will be published on or around 17th May 2021.

Cape Town  
13 May 2021

JSE Sponsor  
Vunani Capital

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