

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

CHANGE TO THE BOARD - APPOINTMENT OF NEW CEO

In accordance with paragraph 3.59 of the JSE Limited Listings Requirements, shareholders are advised that Rushaan Isaacs ("Rushaan") has resigned as chief executive officer of the Company with effect from 31 May 2022 but will remain within the group and retain an executive position on the board.

Isaacs is succeeded by Mr Sooren Ramdenee, a Fellow of the Chartered Association of Certified Accountants (UK), with 32 years' experience gained within major international companies in the United Kingdom, Mauritius, and South Africa. He is tasked with the strategic direction of the Group and using his considerable expertise to expand the Group's operation in South Africa and into international markets.

The Board takes this opportunity to express their appreciation to Rushaan and extends its best wishes for her future endeavours and welcomes Sooren to the Board.

Cape Town

28 April 2022

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