

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 Company")

DISTRIBUTION OF CIRCULAR ANNOUNCEMENT

Unless defined in the body of this short-form announcement, capitalised terms shall bear the meanings ascribed to them in the Full Announcement (as defined below).

PFB Shareholders are referred to the Firm Intention Announcement released on SENS on 3 March 2023 by PFB advising that Sekunjalo Investment Holdings Proprietary Limited ("**Sekunjalo**") has provided PFB with written notice of its firm intention to make an offer to the PFB Minority Shareholders to acquire the Scheme Shares in terms of a scheme of arrangement contemplated in section 114(1)(c) of the Companies Act, No. 71 of 2008 ("**Scheme**").

PFB Shareholders are also referred to the full announcement released by the Company on 5 May 2023 ("**Full Announcement**") advising them of the distribution of a circular to PFB Shareholders detailing the Scheme ("**Circular**").

The Circular is available in English only. Copies may be obtained during normal business hours from the registered office of the Company and from the offices of the Company's sponsor, Vunani Capital, from 5 May 2023 until the Last Practicable Date (both days inclusive). A copy of the Circular will also be available on the Company's website (<https://premierfishing.co.za/sens-announcement/other/>).

The Independent Board accepts responsibility for the information contained in this announcement insofar as it relates to PFB and the Scheme. To the best of the Independent Board's knowledge and belief, the information contained in this announcement is true and this announcement does not omit anything likely to affect the importance of the information.

This short-form announcement contains only a summary of the information in the Full Announcement published on SENS and does not contain full or complete details. For additional information, including further information regarding the salient terms and mechanics of the Scheme, the Scheme Conditions, the Independent Expert's opinion, salient dates and times, and certain disclaimers, please refer to the Full Announcement, as released on SENS on Friday, 5 May 2023 and available for viewing on the Company's website at www.premierfishing.co.za.

Any investment decisions by investors and/or PFB Shareholders should be based on consideration of the Full Announcement, as a whole, published on SENS and on the Company's website, as well as the Circular which has been distributed.

Cape Town
5 May 2023

Transaction Sponsor to Sekunjalo



Vunani Corporate Finance

Legal Advisor to Sekunjalo



Clyde & Co

Legal Advisor to PFB



Smith Tabata Buchanan Boyes Inc.

Sponsors to PFB



Vunani Capital Sponsors