Blu Label Unlimited Group Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU ISIN: ZAE000109088
("Blu Label" or "the Company")

NOTIFICATION IN TERMS OF SECTION 122(3) OF THE COMPANIES ACT AND SECTION 6.54 OF THE JSE LISTINGS REQUIREMENTS

In accordance with section 122(3)(b) of the Companies Act, 71 of 2008 ("the Act"), and section 6.54 of the JSE Listings Requirements, holders of ordinary shares in the Company are advised that Allan Gray Proprietary Limited ("Allan Gray") has acquired a beneficial interest in the ordinary shares of the Company ("the securities"), such that its total beneficial interests in the securities of the Company now amount to 15,1203% (prior 14,95%) of the total number of shares in issue.

Blu Label hereby confirms that it has received the required notice from Allan Gray in terms of Section 122(1) of the Act. As required in terms of section 122(3)(a) of the Act, Blu Label has filed the required notice with the Takeover Regulation Panel.

The Board of Directors accepts responsibility for the information contained in this announcement, and to the best of their knowledge and belief, that information is accurate, and this announcement does not omit anything likely to affect the importance of the information included.

17 November 2026

Sponsor: Investec Bank Limited
Sandton