PURPLE GROUP LIMITED

PURPLE GROUP LIMITED
(Incorporated in the Republic of South Africa)
(Registration number: 1998/013637/06)
ISIN: ZAE000185526
Share code: PPE
("**Purple Group**" or "**the Company**" or "**the Group**")

AUDITED CONSOLIDATED RESULTS FOR THE YEAR ENDED 31 AUGUST 2026 AND DISTRIBUTION OF ANNUAL REPORT AND NOTICE OF AGM

GROUP HIGHLIGHTS

- Group revenue increased by 9.8% to R534.2 million in the current year, from R486.7 million in the prior year;
- Operating expenses increased by 8.3% to R363.5 million in the current year, compared to R335.7 million in the prior year;
- Group profit before tax increased from R110.4 million to R150.2 million in the current year, an improvement of 36.0%;
- Group basic earnings per share increased by 29.9% to 5.58 cents compared to 4.30 cents per share in the prior year;
- Group headline earnings per share increased by 27.3% to 5.47 cents compared to 4.30 cents per share in the prior year;
- Profit attributable to ordinary shareholders amounted to R79.7 million in the current year compared to R61.0 million in the prior year, an increase of 30.6%; and
- The Group's net asset value per share increased by 15.2% from 47.23 cents in the prior year to 54.40 cents in the current year.

EASY GROUP HIGHLIGHTS

- Easy Group revenue increased by 14.6% to R515.9 million in the current year, from R450.2 million in the prior year;
- Easy Group operating expenses increased by 8.2% to R328.1 million in the current year compared to R303.4 million in the prior year;
- Easy Group profit before tax increased by 49.4% to R160.5 million in the current year compared to R107.5 million in the prior year;
- Active clients increased by 14.8% to 1,316,123 in the current year, compared to 1,146,475 in the prior year;
- Client assets increased by 32.8% to R107.2 billion in the current year, compared to R80.7 billion in the prior year;
- Retail inflows increased by 51.1% to R16.81 billion in the current year, compared to R11.12 billion in the prior year;
- Retail revenue increased by 20.3% to R382.7 million in the current year compared to R318.1 million in the prior year; and
- Activity-based revenue increased by 14.2% to R238.9 million in the current year compared to R209.2 million in the prior year.

LETTER FROM THE CEO

TWELVE YEARS IN. STILL EARLY

FY26 was the best year in our history. Purple Group's profit before tax grew 36.0% to R150.2 million, headline earnings per share rose 27.3% to 5.47 cents, and Easy Group's profit before tax increased 49.4% to R160.5 million. Client assets closed at R107.2 billion.

We compounded off a record year and a substantial base, with fewer tailwinds. Our clients deposited R16.8 billion, up 51%, and withdrew less as a proportion of their assets. They kept building their futures, and the business grew with them.

The market is weather. We built a house.

THE ECONOMICS KEEP GETTING BETTER

Three years ago Easy Group spent R241 million to earn R238 million and lost R44 million. This year it spent R328 million to earn R516 million and made R161 million. Each active retail client now brings in R311 a year and costs R165 to serve, leaving R146. In FY23 it left R2. Clients who joined in 2014 now bring in R1,256 a year. The longer people stay, the more they use, hold and entrust to us.

Acquire once. Delight daily. Compound forever.

MORE CAPABILITY, MORE RESPONSIBILITY

Absa joined our banking partners after year end. Our 1% transfer reward and supporting campaigns nearly doubled transfers to R1.33 billion, and rewards now reach up to 2% for clients at higher Thrive levels. Thrive Rewards, our expanding product range and the proposed Wealthport acquisition, subject to regulatory approvals, give us more ways to serve clients throughout their financial lives. Telescope brings exceptional builders and a new enterprise revenue opportunity. Our move to Amazon Web Services gives the platform stronger foundations. AI is already changing client service, campaigns and development. The year ahead is about extending that capability across every product, with clear ownership and faster delivery. We also fell short. EasyTrader's R22.6 million hedge book loss was ours to manage. We changed the model and hedging policy, substantially reducing the second-half loss. Institutional revenue did not keep pace with assets, costs did not meet our revenue-to-cost growth standard, and parts of the client experience and product delivery remain behind our ambitions. A record year does not remove those obligations. It gives us more reason to meet them.

THE OPPORTUNITY IS BIGGER THAN THE RECORD

AI in everything we do is the next chapter. Better tools, clearer accountability and fewer queues between a client's need and our ability to meet it. Anything AI does for a client will have a person accountable for it. Trust remains the foundation. There is a temptation in a record year to let the record set the standard. I think it should raise it. To our clients, team, partners, shareholders and Board, thank you. Behind these results are people building lives, from a first investment to retirement savings earned over decades. Our responsibility is to make that journey easier.

I invite you to read my full letter in the annual report: the evidence behind the compounding, an honest account of our progress and gaps, and what we intend to build next. Most of the people we can help we have not met yet. Most of the wealth our clients will build is still ahead of them.

Twelve years in. Still early.

Take it Easy,

Charles Savage, Group Chief Executive Officer, Purple Group

11 November 2026

SHORT-FORM ANNOUNCEMENT

This short-form announcement is the responsibility of the directors and is only a summary of the information in the audited consolidated financial statements and does not contain full or complete details. Any investment decision should be based on the audited consolidated financial statements.

The annual report for the year ended 31 August 2026, incorporating the audited consolidated financial statements and notice of annual general meeting, is available on our website at https://www.purplegroup.co.za/our-financials.html or at https://senspdf.jse.co.za/documents/2026/jse/isse/PPE/PPE2026.pdf

The separate financial statements of Purple Group Limited are also available on our website: https://www.purplegroup.co.za/our-financials.html

Copies of the audited consolidated financial statements may also be requested at the offices of our sponsors and at our registered offices at no charge, during office hours. The consolidated financial results for the year ended 31 August 2026, from which this announcement is extracted, have been audited by the Company's auditors, BDO South Africa Incorporated, who expressed an unmodified audit opinion thereon. The audit opinion is available, along with the audited consolidated financial statements, on the Company's website at https://www.purplegroup.co.za/our-financials.html.

This announcement is not itself audited. Any forward-looking statement has not been reviewed or reported on by the Company's external auditors.

The annual report, containing the audited consolidated financial statements for the Company and notice of the annual general meeting was distributed to shareholders electronically today, 11 November 2026. Accordingly, notice is hereby given that the annual general meeting of the Company will be held virtually on Friday, 22 January 2027 at 10:00 ("AGM").

THE SALIENT DATES AND TIMES:

Record date to receive notice of AGM	Friday, 6 November 2026
Notice of AGM distributed to shareholders via email on	Wednesday, 11 November 2026
Notice of AGM distributed to shareholders by post by no later than	Friday, 20 November 2026
Last day to trade to be recorded in the register on the record date for participation in AGM	Tuesday, 12 January 2027
Record date to participate in and vote at the AGM	Friday, 15 January 2027
Last day for lodging forms of proxy at 10:00 on	Wednesday, 20 January 2027
AGM at 10:00 on	Friday, 22 January 2027
Voting results published on SENS on	Friday, 22 January 2027

Executive directors: Charles Savage (Chief Executive Officer), Gary van Dyk (Chief Financial Officer). **Non-executive directors:** Happy Ntshingila* Chairperson, Arnold Forman*, Craig Carter*, William Bassie Maisela*, Bonang Mohale, Mark Barnes, Paul Rutherford (*Independent). **Company Secretary:** CTSE Registry Services Proprietary Limited. **Registered office:** 1F, 173 Oxford Road, Rosebank, Johannesburg, 2196. PO Box 411449, Craighall, 2024. **Auditors:** BDO South Africa Incorporated, Registered Auditors, Wanderers Office Park, 52 Corlett Drive, Illovo, 2196. **Share registrars**: CTSE Registry Services Proprietary Limited. **Sponsors:** Valeo Capital Proprietary Limited, Unit G02, Skyfall Building, De Beers Avenue, Paardevlei, 7130.

Sponsor
Valeo Capital (Pty) Ltd

Valeo Capital

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