

Brait SE

(Registered in Malta as a European Company)

(Registration No.SE1)

Share code: BAT ISIN: LU0011857645

Bond code: WKN: A1Z6XC ISIN: XS1292954812

("Brait" or "the Company")

VOLUNTARY ANNOUNCEMENT: COMPLETION OF REDEMPTION (INCLUDING CASH DIVIDEND) AND DELISTING OF THE COMPANY'S PREFERENCE SHARES

Shareholders are referred to the announcement released on the website of the Luxembourg Stock Exchange ("LuxSE") and on the Stock Exchange News Service of the JSE Limited ("JSE") on 23 December 2015 regarding Brait's decision to redeem all of the Company's preference shares in accordance with the Company's memorandum of association.

The Board of directors of Brait is pleased to confirm: (i) the payment of a gross cash dividend of ZAR3.02027 (ZAR2.56723 net of dividend withholding tax) per preference share for the period 1 October 2015 to 18 January 2016 (the redemption date); (ii) the completion of the redemption of all of the Company's 20 million issued preference shares at their Deemed Issue Price of ZAR100.00 per preference share; and (iii) the subsequent delisting of all of the Company's preference shares from both the LuxSE and the JSE.

Malta

19 January 2016

Sponsor

RAND MERCHANT BANK (A division of FirstRand Bank Limited)

Brait's primary listing is on the Euro MTF market of the LuxSE and its secondary listing is on the Johannesburg Stock Exchange.