

Brait SE
(Registered in Malta as a European Company)
(Registration No. SE1)
Share code: BAT ISIN: LU0011857645
Bond code: WKN: A1Z6XC ISIN: XS1292954812
LEI: 549300VB8GBX4UO7WG59
("Brait")

VOLUNTARY ANNOUNCEMENT: VIRGIN ACTIVE CONCLUDES NEW VITALITY CONTRACT

Shareholders in Brait are advised that the portfolio company Virgin Active has signed a new contract with Discovery Vitality effective 1 January 2019, extending the existing long-term relationship. The contract sets out the terms and conditions on which Discovery Vitality members join Virgin Active's health clubs in South Africa ("Vitality Contract").

The new Vitality Contract:

- Significantly improves the attractiveness and broadens the appeal of joining Virgin Active gyms in South Africa across the Discovery Vitality membership base
- Will be mutually beneficial for Virgin Active, Discovery Vitality and the consumer
- Incorporates revisions based on the success of the Vitality Campaign which was trialled in the second half of 2018

Brait, Virgin Active and Discovery Vitality are excited about the prospects that the new contract offers the consumer.

Malta
28 January 2019

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

Sponsor
RAND MERCHANT BANK (A division of FirstRand Bank Limited)