

CA SALES HOLDINGS LIMITED

Incorporated in the Republic of South Africa

Registration number: 2011/143100/06

Registered as an external company in the Republic of Botswana

Botswana registration number: BW00001085331

JSE Limited (“**JSE**”) share code: CAA

Botswana Stock Exchange (“**BSE**”) share code: CAS-EQO

ISIN: ZAE400000036

(“**CA&S**” or the “**Company**”)



VOLUNTARY TRANSACTION ANNOUNCEMENT

CA&S is pleased to advise shareholders that the Company has entered into an agreement to acquire a collective 30% shareholding in The Digital Media Consultancy Proprietary Limited (“**TDMC**”) and its subsidiaries (the “**Transaction**”).

The Company may in future increase its shareholding in TDMC by a further 21% in terms of call options between the Company and certain of the remaining TDMC shareholders, so as to acquire control.

The Transaction will be funded from internal cash resources and remains subject to conditions precedent.

TDMC is a South African digital-marketing and e-commerce consultancy that specialises in helping retail and consumer brands grow through data-driven, omnichannel digital strategies. It provides end-to-end services including Shopify development, performance marketing, social media advertising, Google Ads, search engine optimisation, email marketing, content creation, influencer management, and broader digital media planning and buying. It delivers integrated, insight-driven solutions designed to increase customer engagement, optimise online sales, and support sustainable digital growth for its clients.

The acquisition is aligned with CA&S’s strategic objective of expanding its presence in e-commerce and digital marketing by securing access to capabilities not currently held within CA&S, thereby enhancing and broadening its channel offering.

The Transaction is uncategorised in terms of the JSE Listings Requirements and falls below the Category 3 threshold in terms of the BSE Equity Listings Requirements.

Centurion
17 June 2026

Transaction Advisor and JSE Sponsor
PSG Capital



BSE Sponsoring Broker
Imara Capital Securities

