



The combination of predictable earnings in GT247.com and the exciting capital growth prospects of EasyEquities will prove to be just the right mix for Purple Group's shareholders going forward - providing a base for returning to dividend payments whilst enjoying the rating EasyEquities will attract as a Fintech disruptor,

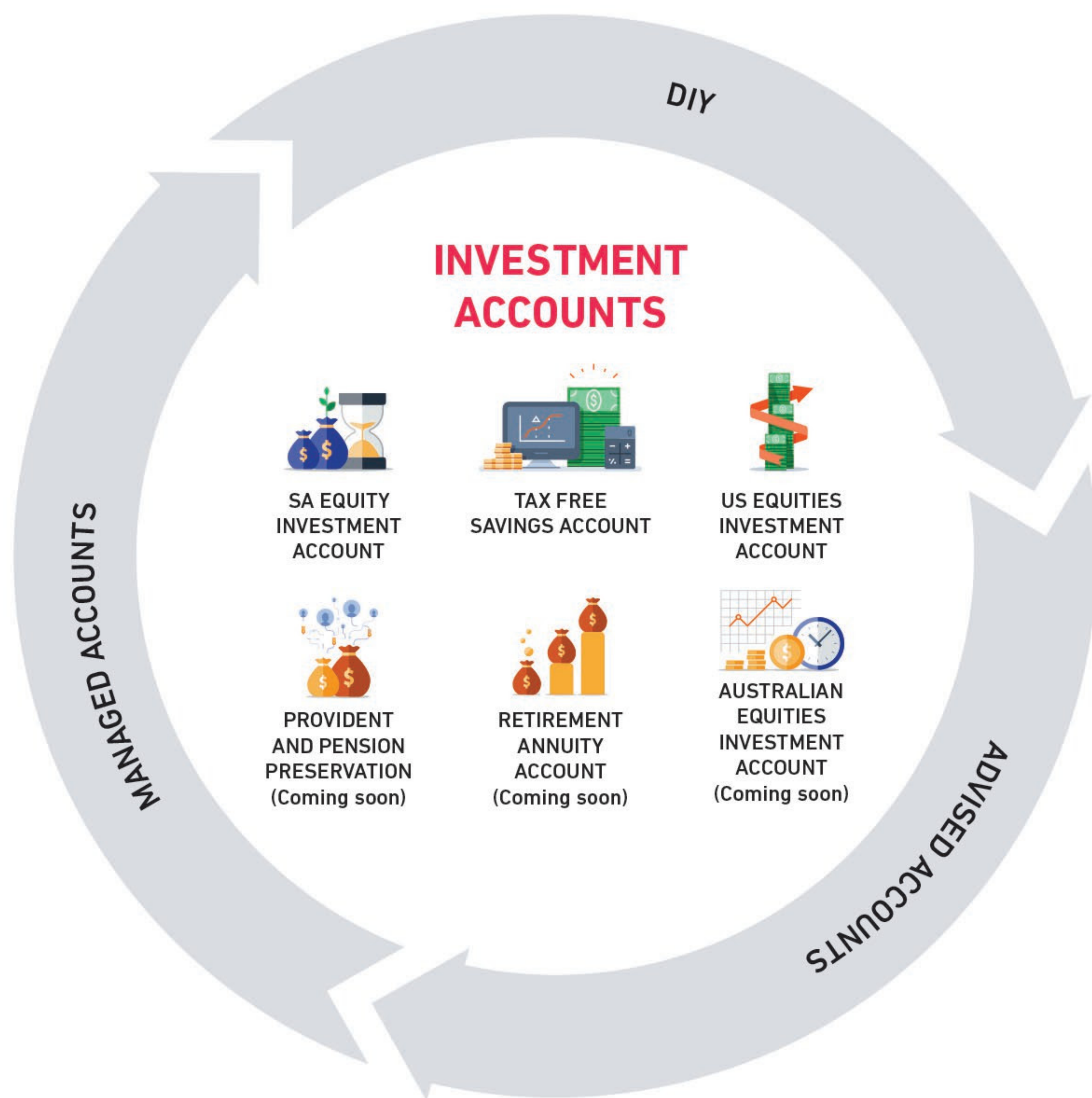
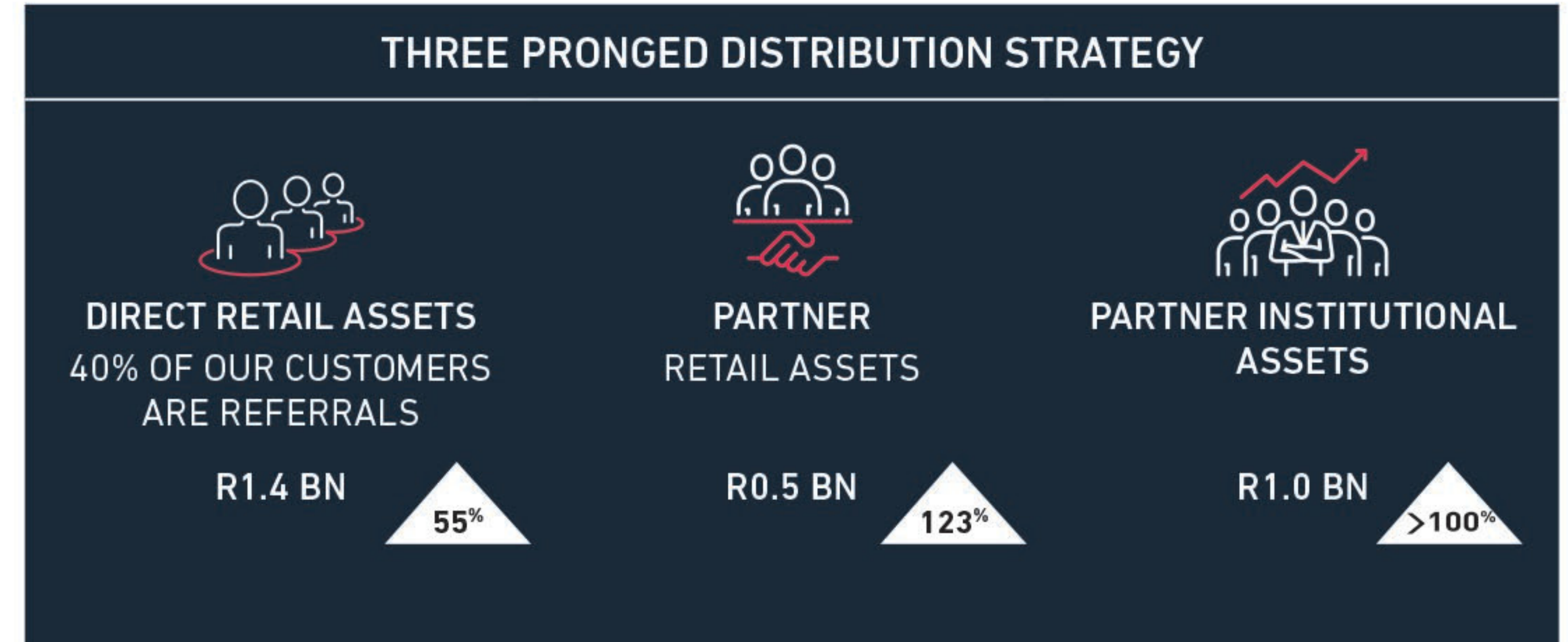
Mark Barnes, Chairman

REVENUE FOR THE GROUP DECREASED BY 8.5% FROM R37.4 MILLION IN HY 2017 TO R34.3 MILLION. PURPLE GROUP'S BASIC AND HEADLINE LOSS PER SHARE DECREASED FROM (5.52) CENTS TO (1.89) CENTS, AN IMPROVEMENT OF 65.8%. THE GROUP NET ASSET VALUE PER SHARE INCREASED BY 29.88% FROM 31.06 CENTS TO 33.58 CENTS.

EasyEquities HIGHLIGHTS

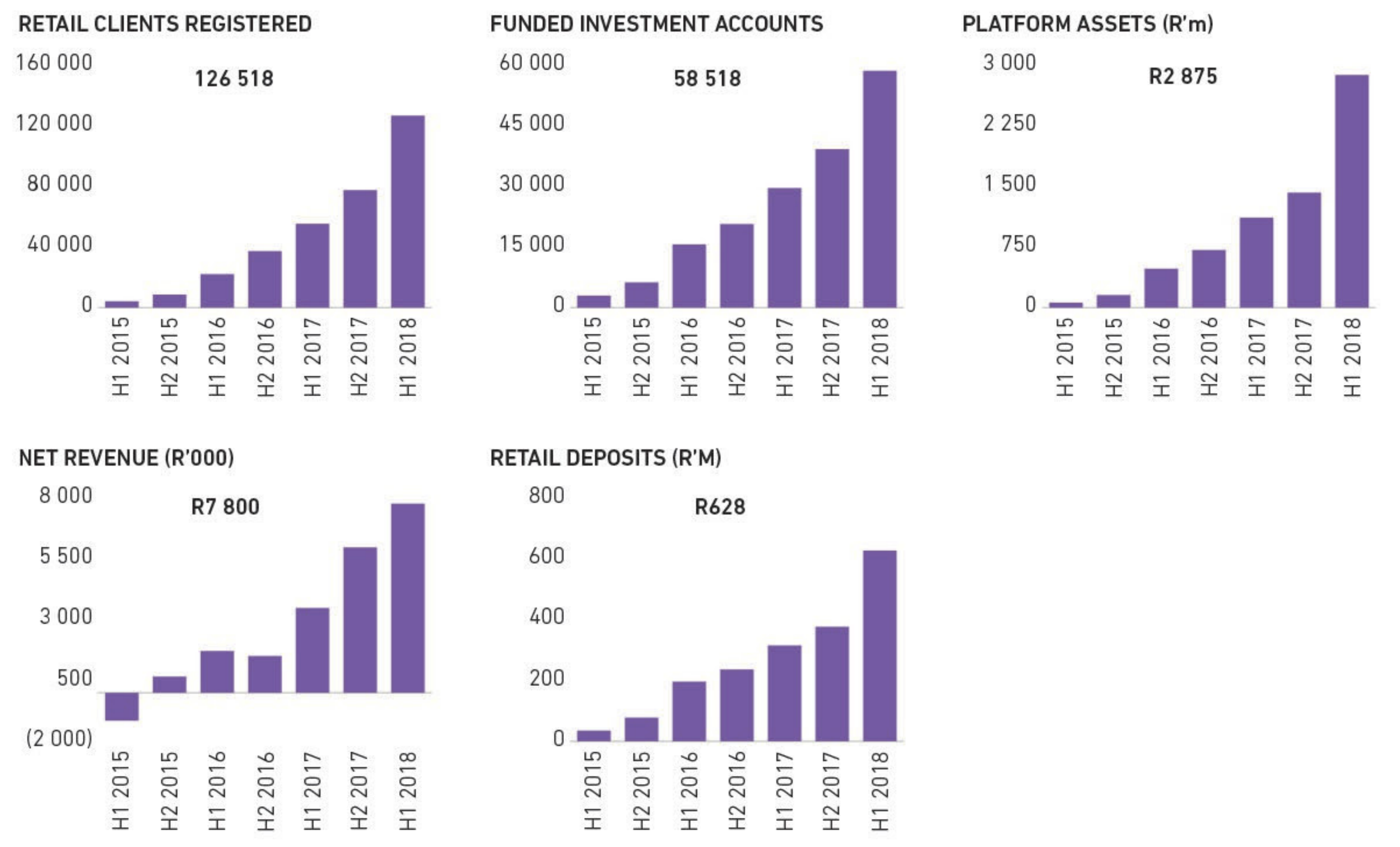
The compound annual growth rate (CAGR) achieved across all KPI's, in EasyEquities over the past three years, continues to prove the business case.

- Retail Client Registrations have grown from 4161 to 126 518, a CAGR of 212%
- Funded Investment Accounts have grown from 2981 to 58 518, a CAGR of 170%
- Platform Assets have grown from R62 Million to R 2.875 Billion, a CAGR of 259%
- Retail Deposits have grown from R34.7 Million to R 628 Million, a CAGR of 163%
- Net Revenue has grown from (R1.158) Million to R 7.79 Million, a CAGR of 98%



- 1 EASY USER EXPERIENCE
- 2 NO MINIMUM INVESTMENT AMOUNTS
- 3 FRACTIONAL SHARE RIGHTS
- 4 NO MINIMUM COSTS

INVESTMENT PLATFORM



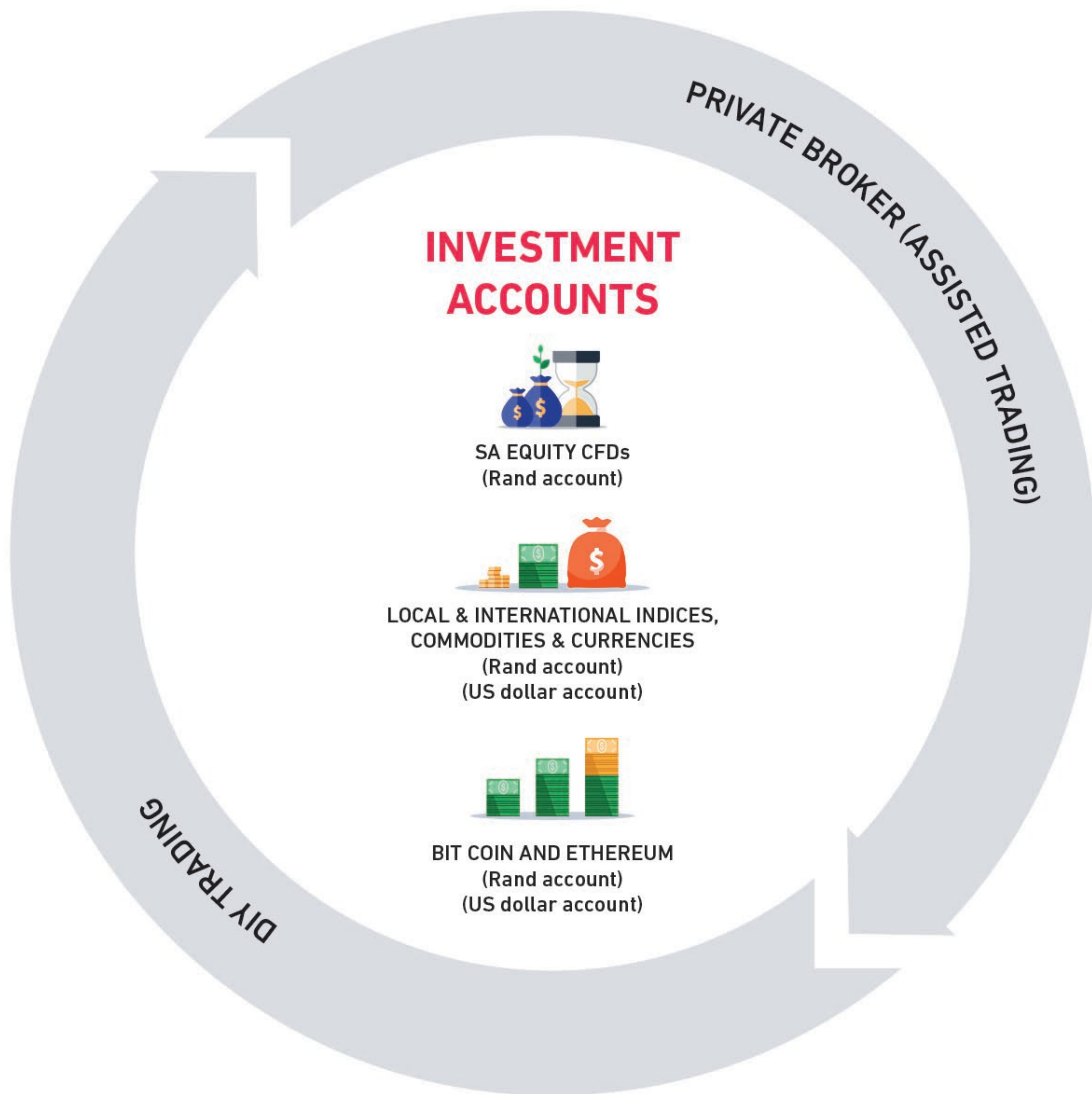
<GT247.COM> HIGHLIGHTS

GT247's KPI's achieved over the last 18 months are also starting to show signs of life.

- Funded Trading Accounts increased from 3930 to 5412, a growth of 38%
- Trading Revenue increased from R19.8 Million to R23.4 Million, a growth of 18.2%
- Operating Expenses decreased from R25.6 Million to R19.8 Million, a saving of 22.7%

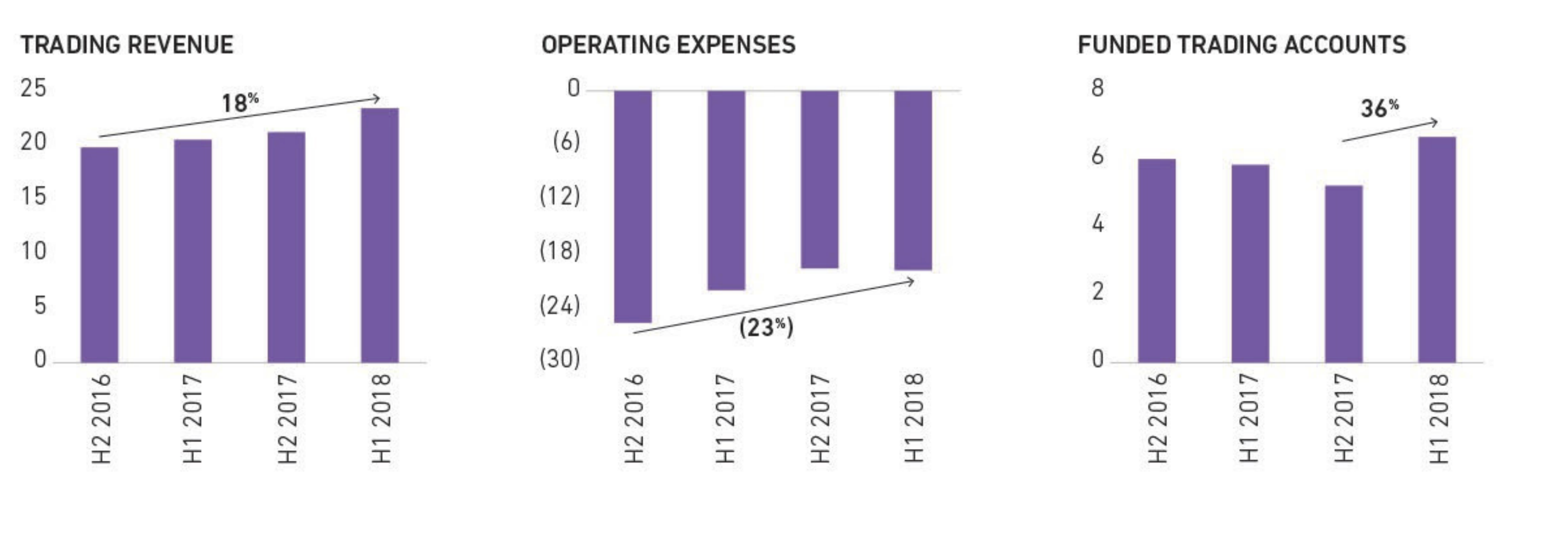
On balance I'm very proud of what we are creating, the team we are building and the disruption we are driving. I am grateful to all shareholders for their incredible support and I am confident that, we all see the future value being created,

Charles Savage, CEO



- 1 DISCOUNT BROKER (10 BIPS COMMISSION)
- 2 TRADE INTERNATIONAL INDICES IN RAND
- 3 LATEST PLATFORM FEATURES AND FUNCTIONALITY

META TRADER 5 PLATFORM



This short-form announcement is the responsibility of the directors and is only a summary of the information in the full announcement and does not contain full or complete details. Any investment decision should be based on the full announcement published on SENS on 20 April 2018 which is also available on our website www.purplegroup.co.za; at the offices of our sponsors and at our registered offices for inspection, at no charge, during office hours. Copies of the full announcement may be requested by contacting Carel Nolte on telephone: +27 (0) 87 940 6000 or email: carel@purplegroup.co.za. Any forward looking statement has not been reviewed or reported on by the company's auditors.

DIRECTORS: Mark Barnes (Non-Executive Chairman), Charles Savage (Chief Executive Officer), Gary van Dyk (Chief Financial Operations Officer). Non-executive directors: Dennis Alter*, Craig Carter*, Ronnie Lubner (*Independent). GROUP SECRETARY: Trifecta Statutory and Governance Services, a division of Trifecta Capital Services Proprietary Limited. REGISTERED OFFICE: Block B, The Offices of Hyde Park, Strouthos Place, Hyde Park, 2196. PO Box 411449, Craighall, 2024. AUDITORS: BDO South Africa Incorporated, Registered Auditors, 22 Wellington Road, Parktown, 2193. SHARE REGISTRARS: Trifecta Capital Services Proprietary Limited. SPONSORS: Deloitte and Touche Sponsor Services Proprietary Limited, The Woodlands, 20 Woodlands Drive, Woodmead, 2196.