

LONG4LIFE LIMITED

(Incorporated in the Republic of South Africa)

(Registration number 2016/216015/06)

Share code: L4L ISIN: ZAE000243119

("Long4Life" or "the company" or "the group")

ANNUAL GENERAL MEETING BRIEFING

The following operational update for the first quarter of the financial year ending on 28 February 2022 will be provided by Long4Life's CEO, Brian Joffe, at the Annual General Meeting on Tuesday 29 June 2021.

The group's trading for the three months to 31 May 2021 ("the quarter") was pleasing, with all three divisions' trading profit ahead of the first quarter of the pre-COVID 2020 financial year ('comparable pre-COVID quarter').

Trading in the Sport and Recreation division for the quarter was encouraging, especially in Sportsmans Warehouse and Outdoor Warehouse. Sales in Performance Brands were more muted as the business continues to be impacted by the lower demand from corporates and lodges for bespoke offerings. The growth in online sales continues to be pleasing across all the businesses. As set out in the SENS announcement on 23 June 2021, this division will form the basis for the building of a focussed niche retail business.

Notwithstanding the continued COVID-19 restrictions, the Beverage division's performance for the quarter exceeded the comparable pre-COVID quarter, buoyed by strong demand in Own Brands which enhanced trading margins.

The performance of the Personal Care and Wellness division in the quarter was reasonable under the circumstances. Trade in Sorbet, whilst not at pre-COVID levels, was promising in March and April, however the spike in COVID-19 infections in May impacted demand. Trading in the other businesses in this division were satisfactory.

Given the negative impact of the 3rd wave of the pandemic as well as the slow vaccine rollout, it is difficult to predict the performance for the full financial year. Nonetheless, we remain cautiously optimistic on the short to medium-term prospects for the group.

The group's balance sheet remains strong with significant liquidity. We continue to focus on cost containment, working capital improvements and enhanced profit growth. The effect of the share buy-backs in prior periods is starting to yield positively on HEPS.

We remain committed to taking the necessary precautionary measures to ensure a safe and healthy working and shopping environment, with all employees and customers being given support – where required – to protect against this pandemic.

The financial information on which this briefing statement is based has not been reviewed and reported on by the company's external auditors.

29 June 2021
Johannesburg

Sponsor
The Standard Bank of South Africa Limited