

## DIRECTORS DEALINGS IN SECURITIES

Holdsport Limited  
(Incorporated in the Republic of South Africa)  
(Registration number 2006/022562/06)  
JSE share code: HSP  
ISIN: ZAE000157046  
("Holdsport" or the "Company")

## DIRECTORS DEALINGS IN SECURITIES

In compliance with section 3.63 to 3.65 of the Listings Requirements of the JSE Limited ("JSE"), we hereby advise of the following dealing by a director in the company's securities:

Name of director: Kevin Graham Hodgson  
Status of director: Executive  
Nature of transaction: On-market sale of Holdsport shares  
Type and class of securities: Ordinary shares  
Date of transaction: 3 August 2012  
Number of shares: 225,000  
Average price per share: 4620 cents per share  
Highest price per share: 4916 cents per share  
Lowest price per share: 4600 cents per share  
Total value: R10,394,581.36  
Nature of interest: Indirect beneficial

Name of director: Elizabeth Antoinette Haarbarger  
Status of director: Executive  
Nature of transaction: On-market sale of Holdsport shares  
Type and class of securities: Ordinary shares  
Date of transaction: 3 August 2012  
Number of shares: 225,000  
Average price per share: 4620 cents per share  
Highest price per share: 4916 cents per share  
Lowest price per share: 4600 cents per share  
Total value: R10,394,581.36  
Class of securities: Ordinary shares  
Nature of interest: Indirect beneficial

Clearance to deal for both transactions was received in terms of paragraph 3.66 of the Listings Requirements.

Cape Town  
3 August 2012  
Sponsor: UBS South Africa (Pty) Ltd

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