

AFRICAN MEDIA ENTERTAINMENT LIMITED

(Incorporated in the Republic of South Africa)

(Registration number 1926/008797/06)

Share code AME ISIN ZAE000055802

("the company")

TRADING STATEMENT

In terms of the Listings Requirements of the Johannesburg Stock Exchange, companies are required to publish a trading statement as soon as there is a reasonable degree of certainty that the financial results for the period to be reported upon will differ by at least 20% from the financial results for the previous corresponding period.

In the current year, the Group has been significantly impacted by the COVID 19 pandemic. This has also resulted in impairment of goodwill and trademark intangible assets due to the revision of future profitability arising from uncertainty surrounding the recovery of the economy. As a result, shareholders are advised that it is reasonably certain that, for the financial year ended 31 March 2021:

- the headline earnings per share will be between 90,2 cents and 135,2 cents per share, representing a decrease of between 64,3% and 76,2% as compared to the headline earnings of 378,3 cents per share reported for the financial year ended 31 March 2020, and
- the earnings per share will be between 2,9 cents and 4,3 cents per share, representing a decrease of between 96,7% and 97,8% as compared to the earnings of 130,4 cents per share reported for the financial year ended 31 March 2020.

Shareholders are advised that the company is in the process of finalising its results for the period concerned and it is expected that these results will be released on SENS on or about 2 June 2021.

The financial information on which this trading statement is based has not been reviewed nor reported on by the company's auditors.

By order of the board.

Johannesburg

25 May 2021

Sponsors

AcaciaCap Advisors Proprietary Limited