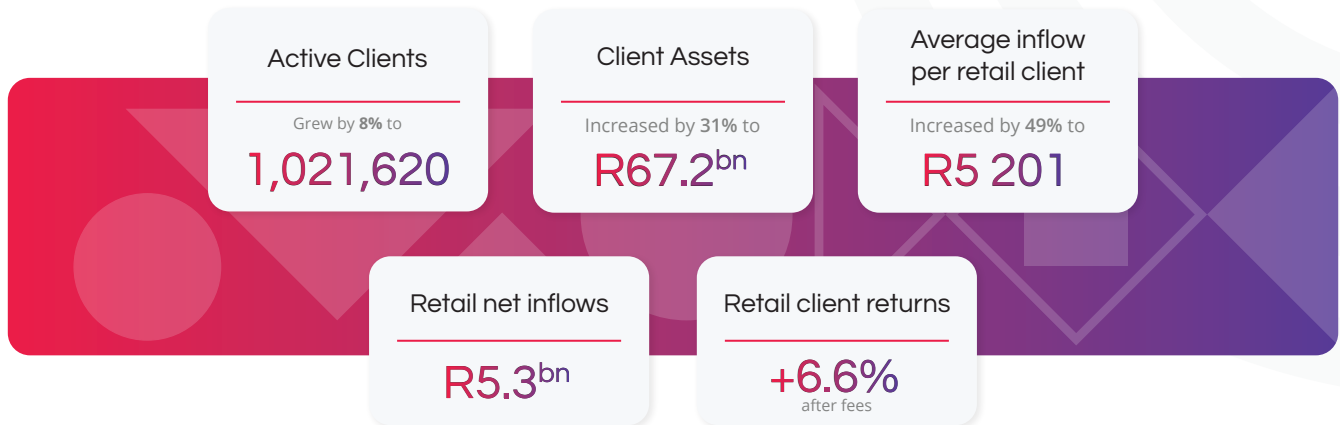


Getting Into Our Stride



We're hitting our stride - and these results are proof of that continued momentum. The trends have been building for some time, and this period confirms their strength. Our teams' focus on the right value drivers is creating scalable momentum, while our incredible clients show up stronger with every easing of the macro environment.



Strong Revenue. Real Margin. Record Performance.

This isn't just growth - it's operating leverage in action. Over the last two years, we've added R93 million in revenue and just R22 million in cost. That's demonstrable evidence of what we've been saying: the business now operates at scale, and for every R100 increase in revenue, at least R70 is flowing through to the bottom line.

R33.5^{mn} Purple Group
attributable profit
+210%

R39.8^{mn} Easy Group
profit after tax
+238%

13 consecutive record
deposit months
relative to previous periods

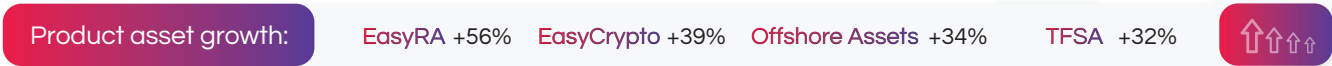
All-time record month in February 2025 with **R1.393^{bn}** in deposits, surpassing the previous record (August 2024) by over **R100^{mn}**.

Record quarterly and half-year revenue, demonstrating consistent compound growth



Platform Strength Is Driving Every Line

Our infrastructure continues to deliver on its promise - built to scale and now proving it, cycle after cycle. With Thrive, we're reinforcing behaviour that matters - rewarding long-term habits, driving engagement, and deepening resilience across the cycle. At the same time, Platform 3.0 continues to radically improve how clients interact with our ecosystem - reducing friction, enabling more seamless flows, and embedding investing more naturally into everyday life. It excites, educates, and empowers - and it's only just getting started. Less friction. More depth. Higher leverage.



Every Business Unit Delivered

Execution is getting stronger, not just faster. These results are a continuation of what we've been building toward - and they validate the strategy to broaden the range of products and services while continually increasing the depth and desirability of our execution efforts. With an expanding product set and ever-growing distribution reach - all with no incremental increase in cost - we find ourselves in a privileged position we don't take for granted. More work, greater focus, and deliberate intentions to deliver on our customers' dreams will continue to unlock value here in the periods ahead.

Execution across the Group is accelerating.

EasyEquities

R44.7bn in assets (+28%), revenue R149m (+37%)
- consistent net inflows and high client engagement

EasyCrypto

Assets +39%, revenue +126% - driven by improved markets and rising institutional adoption

EasyAssetMgmt

EasyAssetManagement: R1bn+ AUM - top-tier retirement portfolio performance and institutional traction

EasyRA

R1.1bn Client Assets (+56%) - RA transfer campaign delivering high-value clients, with transfers arriving at 7x the AUM of the average EasyEquities client

EasyETFs

3 new AMETFs launched (EASYAI, EASYBF, EASYGE)
- seeded at R86m, now at R842m AUM, accelerating retail adoption

EasyProperties

R500m+ invested (+13%) - scaling access to property through EasyMortgages and fractional investing

EasyRetire RISE

R14.9bn AUM (+28%), R1bn+ new business institutional inflows - strong institutional adoption and Two-Pot leadership



Built for This

We're not riding a wave. We've built for this. These results are the outcome of preparation, not prediction. Macro is turning, and we're improving every cycle - not by chance, but by design.

Our continued momentum is no accident - it's built on three consistent focus areas:

Making it easier to invest and stay invested

Solving our customers' real-world pain points

Protecting what matters most - their time, trust, and wealth

This intent is supported by:



More scalable infrastructure



Tighter product-market fit



Stronger partner traction



Faster go-to-market



Clearer execution rhythm

Clients Stay, Stack, and Trust

Client growth isn't just measured in numbers - it's in loyalty, brand love, and trust. Our clients perfectly reflect the diverse and resilient culture and context of our country. Nothing makes us prouder than having their trust placed in our hands to serve. And nothing is more inspiring than the insight that these customer cohorts will inherit the wealth of this country - by design, through persistence, and by trusting deeply in the power of building shared value over the long term.

Cohort commitment continues to grow

Clients from every cohort continue to show up - and stack up - each year, adding R5.3 billion in deposits this half-year, up from R3.3 billion in the same period last year.

Clients from 2014

accelerated their contribution by 78% - remarkable engagement more than a decade in

Clients from 2020

added R1.06 billion (+41%) - the highest deposit contribution of any cohort this half-year

Clients from 2021

contributed R755 million (+51%) - ranking third overall by deposit value

Clients from 2023

contributed R524 million (+8%) - early adoption accelerating quickly and ranking sixth overall by deposit value

Clients from 2024

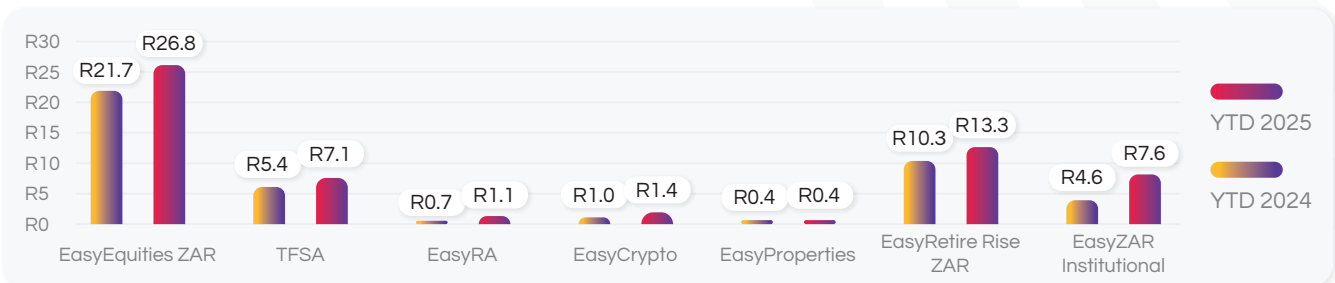
contributed R660 million (+71%) - ranking fourth overall by deposit value, a strong signal of compounding engagement within a year

The 2025 cohort

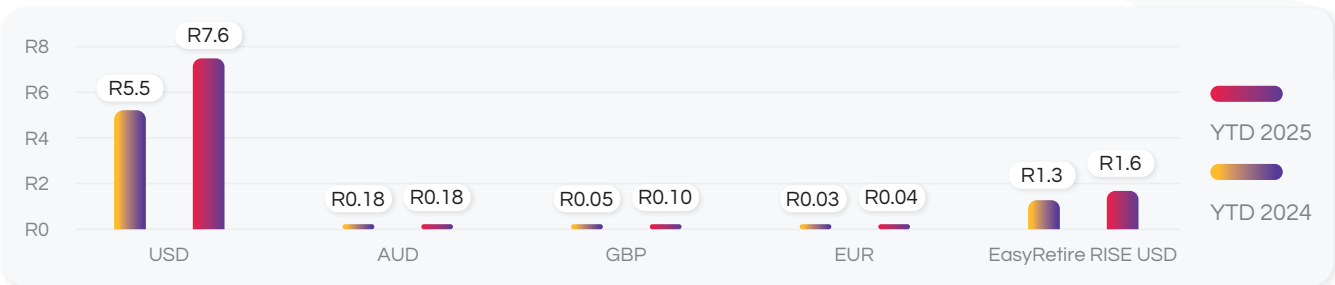
contributed R761 million, ranking second overall by deposit value - a remarkable outcome given they've only just arrived!



Local Assets (R'bn) (Total: R57.7bn):



Offshore Assets (R'bn) (Total: R9.5bn):



Looking Forward: A Strategy Built to Scale, Refined by Experience

We've never followed the crowd - we've built a business that reflects the realities of our clients, not the assumptions of the market.

And that strategy, one shaped by a decade of client engagement, economic volatility, and relentless iteration, is working.

Each set of results is both a scoreboard and a lesson, and our playbook is sharper than ever.

Our focus is deliberate and clear:

- **Removing Friction** across every user journey, so clients can do more, faster, with fewer barriers
- **Deepening Client Engagement** through platform-led innovation (like Thrive and Platform 3.0), embedded education, and behavioural design that keeps clients coming back
- **Scaling Leadership** to ensure every new vertical, market, and idea is matched with capacity to execute well and fast

We're building new products for a broader market:

- **EasyRetire Retail:** simplifying and scaling the advisor model to serve clients better, while accelerating asset growth
- **EasyMortgages:** unlocking property financing for more people, tightly integrated with EasyProperties and the wider platform
- **EasySubscriptions:** bundling our best offers in a way that fits client profiles and drives adoption across verticals
- **EasyCredit & EasyProtect:** two high-potential verticals with meaningful runway; unscaled today, but improving every cycle as data, distribution, and product fit align



We're unlocking new distribution and client value:

- **Partnering with Independent Advisors** bringing our platform to wealth managers seeking modern, cost-effective tools for a new generation of customers who demand digital-first solutions
- **Growing strategic alliances** in East Africa and the Philippines - expanding our impact and footprint, one regulatory win and local insight at a time
- **Driving product-led engagement** where loyalty programs like Thrive aren't just add-ons but fundamental tools for retention, activation, and economic resilience



And the macro helps, but it's not the story.

While interest rates are easing and inflation is stabilising, we've still got recovery headroom. Per-client deposits are climbing but still below historic highs. As the Trump election cycle settles and global uncertainty fades, we expect the monetary cycle to resume its downward path opening even more tailwinds.

In short, **the upside is still to come**, and we're not waiting around - we're building toward it, with clear conviction and agility, ensuring we have the headroom to play the cards as and when they fall.

This is a strategy grounded in real data, refined by lived experience, and driven by unwavering purpose - built to endure cycles, deliver value, and scale impact.

And at its core, it's powered by people. A heartfelt and sincere thank you to our growing community of clients, partners, shareholders, and team members - whose belief, early starts, and daily commitment to align their purpose with ours is reflected in these results, and will shape every success to come.

Take it easy,



Charles Savage
CEO, Purple Group