

LONG4LIFE LIMITED

(Incorporated in the Republic of South Africa)

(Registration number 2016/216015/06)

Share code: L4L ISIN: ZAE000243119

("Long4Life" or "the Company")

APPOINTMENT OF DIRECTOR AND CHIEF OPERATING OFFICER

In compliance with paragraph 3.59 of the Listings Requirements of the JSE Limited, the board of directors of Long4Life ("the Board") hereby advises that Mr Kevin Hedderwick has been appointed as the Chief Operating Officer ("COO") and an Executive Director of the Company, effective 22 May 2017.

Mr Hedderwick, previously Group Chief Executive of Famous Brands Limited, brings a wealth of valued experience and expertise in his role as COO. The Board extends a warm welcome to Mr Hedderwick and looks forward to his contribution to the Company.

Johannesburg

22 May 2017

Sponsor

The Standard Bank of South Africa Limited