

STADIO HOLDINGS LIMITED  
 (Previously Embury Holdings Proprietary Limited)  
 (Incorporated in the Republic of South Africa)  
 Registration number: 2016/371398/06  
 JSE share code: SDO  
 ISIN ZAE000248662  
 ("**STADIO**")

DEALING IN STADIO SHARES BY DIRECTORS, ASSOCIATES OF DIRECTORS AND DIRECTORS OF MAJOR SUBSIDIARIES PURSUANT TO THE STADIO RIGHTS OFFER

Shareholders are hereby advised that the STADIO Rights Offer closed on Friday, 27 October 2017, and shareholders who followed their rights entitlement were issued with STADIO ordinary shares on Monday, 30 October 2017.

Accordingly, in compliance with rules 3.63 to 3.74 of the JSE Limited Listings Requirements, the following information is disclosed regarding the directors, associates of directors and directors of major subsidiaries following their rights entitlement in terms of the STADIO Rights Offer:

NAME OF DIRECTOR	PN de Waal
COMPANY OF WHICH A DIRECTOR	STADIO Holdings Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Non-executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)
DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	56 080
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R140 200.00
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial

NAME OF DIRECTOR	CR van der Merwe
COMPANY OF WHICH A DIRECTOR	STADIO Holdings Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)
DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	2 122 949
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R5 307 372.50
NAME OF ASSOCIATE	Chris van der Merwe Trust
RELATIONSHIP WITH DIRECTOR	Director is a trustee and beneficiary of the associate
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Indirect, beneficial

NAME OF DIRECTOR	S Totaram
COMPANY OF WHICH A DIRECTOR	STADIO Holdings Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer

	entitlement (on-market transaction)
DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	69 970
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R174 925.00
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial

NAME OF DIRECTOR	A Mellet
COMPANY OF WHICH A DIRECTOR	STADIO Holdings Limited
STATUS: EXECUTIVE/NON-EXECUTIVE	Alternate non-executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTIONS	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)
DATE OF TRANSACTIONS	30 October 2017
CENTS PER SECURITY	250 (1 - 3)
NUMBER OF SECURITIES TRANSACTED	4 073 (1) 8 008 (2) 12 583 (3)
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R10 182.50 (1) R20 020.00 (2) R31 457.50 (3)
NAME OF ASSOCIATE	Alana Mellet (1) Melandri Investments Proprietary Limited (2)

	Carmellie Investments Proprietary Limited (3)
RELATIONSHIP WITH DIRECTOR	Spouse of the director (1) Director is a director of the associate and a trust (of which the director is a beneficiary) is a shareholder of the associate (2) Director is a director of the associate (3)
NATURE AND EXTENT OF INTEREST IN THE TRANSACTIONS	Indirect, non-beneficial (1) Indirect, beneficial (2) Indirect, non-beneficial (3)

NAME OF DIRECTOR	DN Hartshorne
COMPANY OF WHICH A DIRECTOR	STADIO Investment Holdings, a major subsidiary of STADIO
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)
DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	3 054
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R7 635.00
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial

NAME OF DIRECTOR	JJ Human
COMPANY OF WHICH A DIRECTOR	Embury Institute for Higher Education Proprietary Limited, a major subsidiary of STADIO
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)
DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	110 112
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R275 280.00
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial

NAME OF DIRECTOR	BJ Passchier
COMPANY OF WHICH A DIRECTOR	The South African School of Motion Picture Medium and Live Performance Proprietary Limited, a major subsidiary of STADIO
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)

DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	6 000 600
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R15 001 500.00
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial

NAME OF DIRECTOR	G Holmes
COMPANY OF WHICH A DIRECTOR	The South African School of Motion Picture Medium and Live Performance Proprietary Limited, a major subsidiary of STADIO
STATUS: EXECUTIVE/NON-EXECUTIVE	Executive
TYPE AND CLASS OF SECURITIES	Ordinary shares in STADIO
NATURE OF TRANSACTION	Acquisition of shares in STADIO pursuant to following the STADIO rights offer entitlement (on-market transaction)
DATE OF TRANSACTION	30 October 2017
CENTS PER SECURITY	250
NUMBER OF SECURITIES TRANSACTED	6 000 600
TOTAL RAND VALUE OF SECURITIES TRANSACTED	R15 001 500.00
NATURE AND EXTENT OF INTEREST IN THE TRANSACTION	Direct, beneficial

Clearance to deal in these securities was obtained in accordance with Rule 3.66 of the JSE Limited Listings Requirements.

Durbanville  
31 October 2017

Sponsor  
PSG Capital Proprietary Limited