

Mr Price Group Limited
Registration number 1933/004418/06
Incorporated in the Republic of South Africa
ISIN: ZAE 000026951
JSE share code: MPC
("Mr Price" or "the company" or "the group")

TRADING UPDATE TO 28 AUGUST 2012

For the first four months of the financial year ending 30 March 2013 (18 weeks to 4 August 2012), Mr Price reported total sales growth of 14.9% and comparable sales growth of 9.5%. Units sold increased by 9.7% and inflation of 4.7% was recorded. The company opened 24 and closed 5 stores since year end. Total and weighted average trading space increased by 3.5% and 1.8% respectively. Cash sales constituted 78.5% (LY: 81.2%) of total sales. Total sales growth of 14.6% has been recorded for the period ended 28 August 2012.

The Apparel Division, which represents 71.6% of group sales and which comprises Mr Price, Mr Price Sport and Miladys, reported sales growth for the period of 15.0% and comparable sales growth of 9.3%. Units sold increased by 9.7% and inflation of 4.9% was recorded. Total and weighted average trading space increased by 4.6% and 2.7% respectively.

The Home Division, comprising Mr Price Home and Sheet Street recorded sales growth of 14.4% and an increase in comparable sales of 10.1%. Units sold increased by 10.0% and inflation of 4.1% was recorded. Total and weighted average trading space increased by 1.7% and 0.3% respectively.

The above-mentioned figures do not constitute an earnings forecast and have not been reviewed and reported on by the company's external auditors.

Durban
30 August 2012

Sponsor
RAND MERCHANT BANK (A division of FirstRand Bank Limited)