

Mr Price Group Limited
(Incorporated in the Republic of South Africa)
(Registration number 1933/004418/06)
ISIN: ZAE000026951
Share Code: MPC
("Mr Price Group" or "the Group" or "the Company")

TRADING UPDATE FOR THE 18 WEEKS ENDED 3 AUGUST 2013

During the first 18 weeks (31 March 2013 to 3 August 2013) of the financial year ending 29 March 2014, Mr Price Group recorded total sales growth of 14.0% and comparable store sales growth of 9.1% over the corresponding period in the prior year (1 April 2012 to 4 August 2012).

Retail selling price inflation for the period was 7.4%, weighted average trading space increased by 3.5% and units sold increased by 6.1%.

While the current credit environment in South Africa remains challenging, the Group is satisfied that the initiatives undertaken last year to reduce credit sales growth have not negatively impacted overall sales growth. Customers have responded to the fashion value merchandise offer and during the period cash sales growth of 14.1% exceeded credit sales growth of 13.7%. Cash sales constituted 78.6% of total sales(LY: 78.5%).

The Apparel Division, which represents 72.0% of sales(LY: 71.6%), achieved sales growth of 14.8% with comparable store sales growth of 8.8%. Retail selling price inflation of 6.4% was recorded, weighted average trading space increased by 5.2% and units sold increased by 7.8%.

The Home Division (Mr Price Home and Sheet Street) achieved sales growth of 12.2% and comparable store sales growth of 9.7%. Retail selling price inflation of 9.8% was recorded, weighted average trading space increased by 0.5% and units sold increased by 2.2%.

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
21 August 2013
Sponsor
RAND MERCHANT BANK (A division of FirstRand Bank Limited)