

mr pricegroup limited

UNAUDITED GROUP RESULTS AND INTERIM CASH DIVIDEND DECLARATION FOR THE 26 WEEKS ENDED 27 SEPTEMBER 2014

This short-form announcement is the responsibility of the Mr Price Group Limited board of directors and is a summary of the information in the detailed results announcement released on SENS on 17 November 2014. The full announcement is available on the Group's website at www.mrpricegroup.com and copies may be requested at the Company's registered office. Any investment decision in relation to the Company's shares should be based on the full announcement.

RESULTS

26 weeks ended	2014 27 Sept	2013 28 Sept	% change
Revenue (R'm)	8 266	7 204	14.7
Operating profit (R'm)	1 242	1 013	22.6
Operating margin (%)	15.1	14.1	
Earnings per share (c)			
- Basic	370.5	303.8	21.9
- Headline	371.1	305.0	21.7
- Diluted headline	349.0	283.6	23.0
Dividend per share (c)	211.5	168.0	25.9
Dividend payout ratio (%)	57.0	55.1	

INTERIM CASH DIVIDEND DECLARATION

As previously communicated, over time, the Company plans to more closely align the interim and annual dividend payout ratios. As a consequence, the increase in dividend per share at the interim stage is higher than the increase in headline earnings per share. No change to the annual payout ratio of 63% is anticipated.

Notice is hereby given that the Board has declared an interim gross cash dividend of 211.5 cents per share (179.775 cents net of dividend withholding tax of 15% for shareholders who are not exempt) per ordinary and B ordinary share. The dividend has been declared from income reserves and no STC credits have been used. The salient dates for the dividend are as follows:

Last date to trade 'cum' the dividend	Friday	05 December 2014
Date trading commences 'ex' the dividend	Monday	08 December 2014
Record date	Friday	12 December 2014
Payment date	Monday	15 December 2014

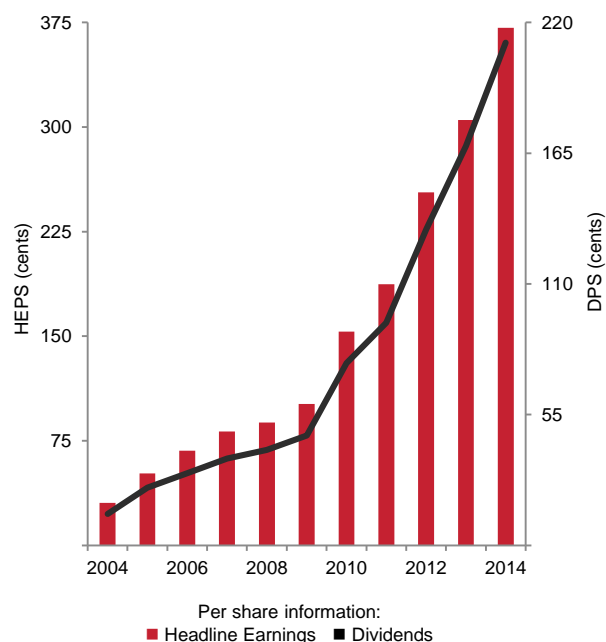
Shareholders may not dematerialise or rematerialise their share certificates between Monday, 08 December 2014 and Friday, 12 December 2014, both dates inclusive.

On behalf of the board
 NG Payne Chairman Durban
 SI Bird Chief Executive Officer 17 November 2014

HIGHLIGHTS

- Diluted HEPS up 23.0% & DPS up 25.9%
- 10 year CAGR in HEPS of 28.0% & DPS of 32.0%
- Cash sales growth of 17.5% (80.9% of Group)
- Non-SA sales up 25.4%
- Operating margin continues to increase
- 4th in Business Times Top 100 Companies, highest ranked retailer & JSE Top 40 Index company
- Cash resources of R2.1bn, debt free balance sheet

EARNINGS & DIVIDENDS



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Mr Price Group Limited
Directors

Registration Number: 1933/004418/06 · Incorporated in the Republic of South Africa · ISIN: ZAE000026951 · JSE Code: MPC
 LJ Chiappini* (Honorary chairman), SB Cohen* (Honorary chairman), NG Payne* (Chairman), SI Bird (Chief executive officer),
 MM Blair (Chief financial officer), K Getz*, MR Johnston*, RM Motanyane*, D Naidoo*, MJD Ruck*, WJ Swain*, N Abrams*[^],
 TA Chiappini-Young*[^], SA Ellis*[^] * Non-executive director, [^] Alternate director
 Mr M Tembe retired by rotation at the Annual General Meeting on 03 September 2014 and he did not offer himself for re-election.
 Rand Merchant Bank (a division of FirstRand Bank Limited)
 Computershare Investor Services (Pty) Ltd

Sponsor
Transfer Secretaries