

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 21 WEEKS ENDED 22 AUGUST 2015

During the first 21 weeks (29 March 2015 to 22 August 2015) ("Period" or "Current Period") of the financial year ending 2 April 2016, Mr Price Group recorded total sales growth of 9.0% (comparable sales growth: 4.6%) over the corresponding period in the prior year ("Corresponding Period"). The high sales base (total sales growth of 15.5% and comparable sales growth of 11.5%), particularly in the MRP Apparel division, was previously brought to the attention of the investment community. Sales growth for the Period was also impacted by low levels of consumer confidence, some poor fashion calls and the very late onset of Winter. In addition, the Easter school holidays, which were included in the Corresponding Period, fell outside the Current Period.

Monthly sales growth is summarised below, with disappointing sales growth for April and May inhibiting overall performance:

	FY2016		FY2015
	Stats SA#	Group	Group
April	7.4%	8.0%	18.5%
May	6.4%	3.7%	16.9%
June	10.6%	11.3%	13.8%
July	##	10.7%	15.1%
August	##	12.6%	10.8%
Total	##	9.0%	15.5%
#	Type D retailers (clothing, footwear and leather goods)		
##	Information not yet available		

Divisional sales growth and contributions are summarised below:

	Total	F2016 Comp	Contribution	Total	F2015 Comp
MRP	11.8%	6.3%	59.8%	20.6%	16.2%
MRP Sport	11.9%	3.1%	6.5%	15.2%	3.8%
Miladys	-0.2%	-0.8%	7.6%	-0.3%	0.6%
MRP Home	5.6%	3.1%	18.4%	12.7%	8.6%
Sheet Street	4.2%	1.9%	7.7%	6.4%	2.3%
Total	9.0%	4.6%	100.0%	15.5%	11.5%

As all August 2015 financial information has not yet been finalised, the information presented hereafter is based on the first 18 weeks (29 March 2015 to 1 August 2015) of the financial year ending 2 April 2016, with reference to same 18 week period in the previous financial year.

	Sales		W.Avg		RSP
	Total	Comp	Space	Units	Inflation
MRP	11.5%	5.8%	8.3%	3.4%	7.9%
MRP Sport	11.7%	2.7%	11.3%	7.6%	3.8%
Miladys	-1.3%	-2.0%	1.0%	-2.0%	0.7%
MRP Home	5.1%	2.4%	2.4%	-2.4%	7.7%
Sheet Street	2.5%	0.1%	2.7%	-2.5%	5.1%
Total	8.5%	3.9%	5.8%	1.8%	6.6%

MRP (Apparel) – although achieving sales growth on the Corresponding Period was demanding, opportunities in the current trading period were lost in the mens' and ladies' junior businesses, due to not finding the balance between a consistent core offer and fashion-right key items in volume. Despite this, good growth was achieved in most other parts of the business.

MRP Sport – double digit sales growth was recorded for all months except May, which was a particularly difficult month across most departments. Heavier, warmer apparel initially underperformed but recovered in June when colder weather was experienced.

Miladys - April and May sales were 7.6% lower than the Corresponding Period due to the late Winter and low stock levels. Subsequent sales growth of 5.9% was aided by the onset of colder weather, an improved in-stock position and an encouraging start to Spring.

MRP Home - as anticipated, the economy and resultant low level of consumer confidence is impacting discretionary homeware purchases. Merchandise performance was fairly consistent across major departments.

Sheet Street – the increased level of fashionability in certain departments moved taste levels away from its mid-LSM customers, who are under greater financial pressure than those of the other chains.

MRP Money - although not included in retail sales, the division has traded well due to the continued growth in financial services revenue and a superior bad debt performance. Credit sales growth of 7.3% was lower than cash sales growth of 8.9%, which constituted 80.8% of total sales.

The Group is targeting an improved sales performance for the remainder of the financial year which has a less challenging comparative sales growth base of 12.5% (comparable sales growth 7.8%). The debtors' book and stocks are in good shape and, whilst exchange rate volatility is proving testing, overhead control is expected to contribute to operating profit growth. The MRP division will be opening two test stores in Melbourne, Australia, in October.

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

Interested parties are reminded of the conference call at 15h00 (SA time) on 3 September 2015, which will provide further insight to the information contained in this trading update. Kindly contact Rod Salmon of Barclays Capital at priscilla.leroux@barclays.com by 10h00 on 3 September 2015 in order to participate in the conference call.

Durban
1 September 2015
Sponsor
RAND MERCHANT BANK (A division of FirstRand Bank Limited)