

Mr Price Group Limited
 Registration number 1933/004418/06
 Incorporated in the Republic of South Africa
 ISIN: ZAE000200457
 JSE share code: MRP
 ("the Company" or "the Group")

DEALINGS IN SECURITIES BY SHARE TRUSTS AND ACCEPTANCE OF LONG TERM INCENTIVES BY DIRECTORS AND THE COMPANY SECRETARY

Purchase of ordinary shares by Mr Price Group Limited Share Trusts

The Mr Price Executive Director Share Trust and Mr Price Executive Share Trust have, with prior clearance, acquired a total of 76 128 ordinary shares in the open market on behalf of 32 senior members of Mr Price Group participating in the Executive Forfeitable Share Plan ("EFSP") to fulfil share awards granted to these participants under the EFSP. These ordinary shares are held in trust and are restricted until all vesting criteria are fulfilled whereupon the shares vest. To the extent that the vesting criteria are not fulfilled the share awards are forfeited.

Share Trust:	Mr Price Executive Director Share Trust
Date of transaction:	29 November 2017
Number of shares:	41 840
Volume weighted average price per share:	R214.0648
Highest prices traded:	R214.95
Lowest prices traded:	R213.68
Total value of transactions:	R8 956 471.23

Share Trust:	Mr Price Executive Share Trust
Date of transactions:	29 November 2017
Number of shares:	34 288
Volume weighted average price per share:	R214.0648
Highest prices traded:	R214.95
Lowest prices traded:	R213.68
Total value of transactions:	R7 339 853.86

Acceptance of long term incentives by Directors and the Company Secretary

In compliance with the JSE Limited Listings Requirements, shareholders are advised of the following off-market acceptances of ordinary shares and options in respect of ordinary shares on 1 December 2017 by Directors and the Company Secretary of the Company.

The routine long-term incentive schemes (LTI's), which have been approved by shareholders, were designed to be rolling in nature, such that shares vesting on an annual basis would be replaced by additional awards. The dealings disclosed herein represent the 'top up award' for those LTI's vesting in November 2017.

Mr Price Executive Director Share Scheme

Director	Number of options granted	Option strike price	Total value of transaction
Stuart Bird	132 102	R188.37	R24 884 054
Mark Blair	76 510	R188.37	R14 412 189
Steve Ellis	18 520	R188.37	R3 488 612

Mr Price Executive Forfeitable Share Plan (EFSP)

Director	Vanilla award	Performance award	Total EFSP awards granted	Share price on date of grant	Total value of transaction
Stuart Bird	12 167	12 167	24 334	R188.37	R4 583 796
Mark Blair	7 047	7 047	14 094	R188.37	R2 654 887
Steve Ellis	1 706	1 706	3 412	R188.37	R642 718

Mr Price Senior Management Share Scheme

Company Secretary	Number of options granted	Option strike price	Total value of transaction
Janis Cheadle	5 091	R188.37	R958 992

In respect of the EFSP:

- The “vanilla” shares vest in 5 years, at a strike price of Rnil, subject to certain employment criteria.
- The “performance” shares vest in 5 years, at a strike price of Rnil, subject to the attainment of CPI-linked headline earnings per share growth targets aligned to the Group’s strategic plan.
- The shares awarded have been purchased by the LTIs on behalf of the participants, who receive voting rights and dividends during the vesting period.

In respect of the Mr Price Executive Director Share Scheme and the Mr Price Senior Management Share Scheme:

- Share options vest in 5 years at a strike price of R188.37.
- Vesting is subject to certain employment criteria and the attainment of average HEPS growth of CPI + 1% over the vesting period.

The nature of interest in respect of each of the above dealings is direct beneficial, and the grant and acceptances were authorised by the Remuneration and Nominations Committee and clearance to deal in each instance was obtained from the Chairman.

Durban
5 December 2017

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