

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 30 MARCH 2014 TO 2 AUGUST 2014

During the first 18 weeks (30 March 2014 to 2 August 2014) of the financial year ending 28 March 2015, Mr Price Group recorded total sales growth of 16.1% (comparable 12.1%) over the corresponding period in the prior year (31 March 2013 to 3 August 2013).

- Cash sales growth of 19.0% exceeded credit sales growth of 5.7% and constituted 80.6% of total sales(LY: 78.6%)
- 24 stores were opened and 2 closed in the current period
- Closing space increased by 5.8% and weighted average trading space increased by 4.0% over the comparable period
- Units sold increased by 5.4%
- Retail selling price inflation was 10.2%

The Apparel Segment (Mr Price Apparel, Mr Price Sport and Miladys), which represents 73.2% of sales(LY: 72.0%), achieved sales growth of 18.0% (comparable 13.9%). Retail selling price (RSP) inflation of 11.6% in Mr Price Apparel (product mix 3.6% and price 8.0%) contributed to the segment recording RSP inflation of 9.3%. Weighted average trading space increased by 5.8% and units sold increased by 8.0%.

Mr Price Apparel delivered strong sales growth and continued to increase market share, Mr Price Sport performed in line with expectations and Miladys experienced a disappointing trading period caused by the difficult credit environment (57.2% of sales on credit) and some incorrect merchandise calls.

The Home Segment (Mr Price Home and Sheet Street) achieved sales growth of 11.2% (comparable 7.4%). RSP of 12.5% was mainly due to Mr Price Home, which recorded 16.0% (mix 8.2% and price 7.8%). Weighted average trading space increased by 0.7% and units sold decreased by 1.2%.

Sales growth in this segment was driven by Mr Price Home, which represents 70.1% of the Group's total homeware sales. The chain's higher LSM customers are more able to withstand the current pressures on discretionary spending than Sheet Street's customers.

Group sales for the 4 week period, 3 August to 30 August 2014 (which are not included in the commentary above) increased by 11.7% (comparable 7.0%).

The retail environment is expected to remain constrained for the remainder of the year. As a fashion-value retailer, the Group is comparatively well positioned. However, cognisance must be taken of the comparable period last year when Mr Price Apparel performed exceptionally well, thereby setting a very high base. The other chains are also expected to face tougher trading conditions in the second half.

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  
3 September 2014

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