

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 THIRD QUARTER (Q3 FY2013)

During the third quarter (30 September 2012 to 29 December 2012) of the financial year ending 30 March 2013, Mr Price Group recorded sales growth of 10.0% over the corresponding period in the prior year (2 October 2011 to 31 December 2011). Comparable store sales increased by 4.4%.

Retail selling price inflation for the period was 4.8% and cash sales constituted 78.8% of total sales(LY: 80.1%). Weighted average trading space increased by 3.4%. During the quarter the Group opened 32 and closed 2 stores, adding a net 12 294 square metres to its trading area and ended with 1 019 stores.

The Apparel Division (Mr Price, Mr Price Sport and Miladys), which represented 73.3% of sales(LY: 73.9%), achieved sales growth of 9.1% with comparable store sales growth of 2.9%. The division opened 19 stores (Mr Price Apparel 14, Mr Price Sport 4 and Miladys 1) and weighted average trading space increased by 4.4%. Retail selling price inflation of 3.9% was recorded.

The Home Division (Mr Price Home and Sheet Street) achieved sales growth of 12.6% and comparable store sales growth of 8.8%. The division opened 13 stores (Mr Price Home 6 and Sheet Street 7) and weighted average trading space increased by 1.5%. Retail selling price inflation of 7.6% was recorded.

The gross profit margin increased over the corresponding prior period and collections from debtors were in line with expectations.

As anticipated, sales performance for the quarter was impacted by the planned curtailment of credit sales growth. In the third quarter of the prior year, unsecured credit granted in South Africa increased by 57.1%. With the Group's intention to remain a cash-based retailer and the downside risks currently associated with unsecured credit, a decision was taken to slow credit sales growth off the high base. As a result, the growth in Group credit sales in the current reporting period slowed considerably. This impacted the Mr Price Apparel chain in particular, which also experienced the under-delivery of certain key categories of merchandise in October and November.

The Group is targeting an improved sales performance in the fourth quarter of the year due to an improved stock position and a base period which included lower credit sales growth. Sales for the period 30 December 2012 to 16 January 2013, which are not included in the commentary above, reflect an increase of 17.2% over the prior period, with comparable store sales increasing by 11.7%.

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  
17 January 2013  
Sponsor  
RAND MERCHANT BANK (A division of FirstRand Bank Limited)