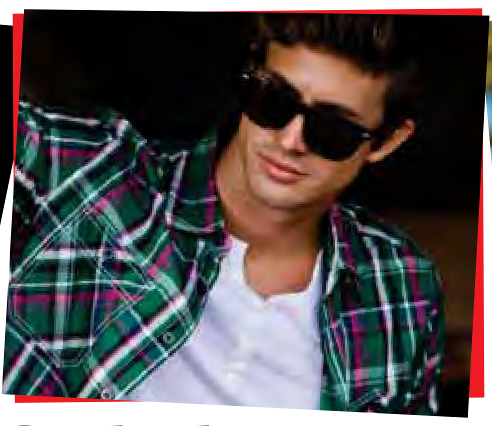
MR PRICE GROUP LIMITED



2011 HIGHLIGHTS

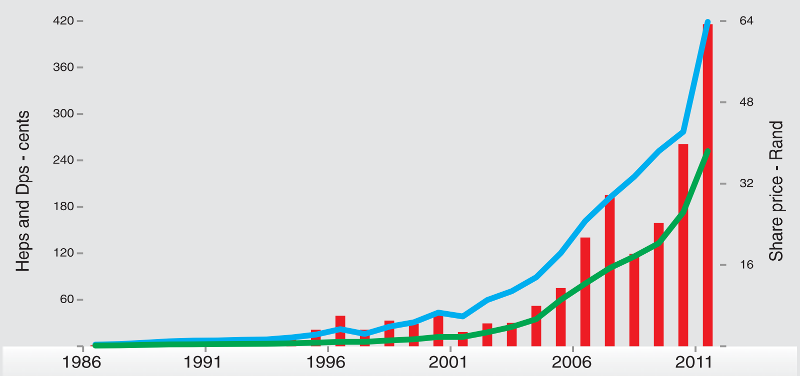
+ 45%	+ 51%	+ 46%	25%
OPERATING PROFIT (52 WEEKS: +39%)	HEPS (52 WEEKS: +46%)	DIVIDENDS PER SHARE	25 YEAR CAGR IN DIVIDENDS PER SHARE

AUDITED GROUP RESULTS AND CASH DIVIDEND DECLARATION FOR THE 53 WEEKS ENDED 2 APRIL 2011

Registration number 1933/004418/06 • Incorporated in the Republic of South Africa • ISIN: ZAE 000026951 • JSE share code: MPC
("Mr Price" or "the company" or "the group")

RESULTS

This year, the group celebrates the 25th anniversary of the change in control. The compound annual growth rate in share price and dividends per share over this period has exceeded 25%, with headline earnings per share growing at a compound annual rate of 24%. Other significant milestones have also been achieved this year – retail sales have exceeded R10 billion and profit attributable to shareholders has exceeded R1 billion for the first time.



25 Year Compound Annual Growth Rate

Share price 26.2% — Dividends per share 25.3% — Headline earnings per share 23.5%

Retail sales for the 53 week trading period ended 2 April 2011 increased by 12.9% (52 weeks: 10.5%). This compares favourably with the total retail sector, which, as reported by Statistics South Africa, grew by 7.5%. Sales in like-for like locations were up by 10.2% (52 weeks: 7.8%). The group's weighted average trading space increased by 0.7% as a result of expansions and new store openings being offset by store closures. More than 180 million units were sold, an increase of 9.9% (52 weeks: 7.6%) and product inflation of 3.0% was recorded.

Other income grew by 11.9% as a result of increased interest received from trade receivables and premium income relating to the sale of financial services products.

Costs and expenses continued to rise at a lower rate than sales, increasing by 9.2%. The gross profit margin improved by 2.0% to 41.9% as a consequence of improved resourcing and lower markdowns. Selling expenses were well controlled, increasing by 8.3%. Administrative expenses, impacted by higher performance based incentives, rose by 13.8% and by 12.1% after excluding once-off costs.

The operating margin increased from 10.5% to 13.4% (52 weeks: 13.2%) of retail sales and profit attributable to shareholders increased by 50.0% (52 weeks: 44.3%).

The taxation charge in the prior year was impacted by the unbundling of the export partnerships.

Core headline earnings per share, which excludes the final adjustments relating to the export partnerships and is a true measure of trading performance, increased by 47.2% to 420.6 cents (52 weeks: 41.8% to 405.0 cents). Additional disclosure regarding the impact of the 53rd week is contained in the presentation to analysts which is available on the company's website.

The board extends its appreciation to each of the group's 17 877 associates, whose efforts and commitment have made these results possible.

TRADING

The Apparel chains increased sales and other income by 13.1% to R7.8 billion with comparable sales up by 8.5%. Operating profit increased by 31.0% to R1.3 billion, resulting in the operating margin improving to 16.9%. Mr Price Apparel recorded sales growth of 14.4% to R5.9 billion, representing 55.3% of group sales and continued to capture market share. Mr Price Sport opened six stores and grew sales by 27.0%, exceeding R500 million for the first time, and delivered a greatly improved financial performance. Miladys only grew sales by 2.1% but an improved gross profit margin and tight expense control resulted in operating profit increasing by 21.5%.

The Home chains grew sales and other income by 12.3% to R3.1 billion with comparable sales up by 14.0%. Operating profit increased by 168.1% to R271.2 million and an operating margin of 8.8% was achieved. Mr Price Home recorded sales growth of 13.0%, breaching the R2 billion mark for the first time. The gross profit margin improved by 3.6% and the chain contained expenses, resulting in operating profit increasing by 182.2%. Sheet Street grew sales by 12.8% despite closing a net nine stores. Comparable sales were up by 14.3% and operating profit rose by 140.6%.

FINANCIAL POSITION

The group continues to reflect a healthy financial position, with the cash sales component remaining high at 83.8%. Despite dividends paid to shareholders increasing by 46.9% to over R500 million and purchasing treasury shares to the value of R219.7 million to partially cover share options awarded, cash balances at year end increased to R1.4 billion.

Stock turn increased from 5.9 to 6.6 times as gross inventory balances remained in line with the prior year. Project Redgold continued to deliver efficiencies, borne out by the fact that over the last four years, inventory has only increased by 5% while sales have increased by 48%.

The group continues to manage its debtors' book in a controlled, responsible manner and the net bad debt to book ratio improved from 7.0% to 4.5%. The impairment provision has been set at 9.1% of gross accounts receivable.

Trade and other payables decreased by 5.2% to R1.2 billion, mainly as a result of the timing of year end, and the resultant lower level of outstanding cheques.

PROSPECTS

Potential inflationary increases, particularly in food and fuel prices, will concern both consumers and retailers. However, recently reported statistics highlight the trend of increasing real disposable incomes of households and the migration of consumers from lower to higher living standard measures (LSM's). These studies suggest that in recent times, this has been driven by rising real incomes rather than debt. Consumers have benefited by wage inflation outstripping CPI over the last year and this will aid retailers. A well executed strategy will result in the group continuing to increase its number of shoppers, attracted by fashionable merchandise at everyday low prices.

The business is looking forward with confidence and investments in the key areas of information technology and supply chain are being undertaken that will position the business for its next growth phase, both locally and beyond our borders. While the group expects a further increase in earnings in the year ahead, the growth will not be at the same rate as in the past year, which had 53 trading weeks and included a strong recovery of the underperforming chains.

DIVIDEND POLICY

The dividend cover has been retained at 1.6 times and the dividend declared is based on a 52 week trading period. In view of the company's strong balance sheet and cash generative business model, the board intends to reduce this cover further, with the most likely timing being the final dividend for the year ended 31 March 2012.

FINAL CASH DIVIDEND DECLARATION

Notice is hereby given that a final cash dividend of 175.3 cents per share has been awarded to the holders of ordinary and unlisted B ordinary shares.

The following dates are applicable:

Last date to trade 'cum' the dividend	Friday	17 June 2011
Date trading commences 'ex' the dividend	Monday	20 June 2011
Record date	Friday	24 June 2011
Date of payment	Monday	27 June 2011

Shareholders may not dematerialise or rematerialise their share certificates between Monday 20 June 2011 and Friday 24 June 2011, both dates inclusive.

On behalf of the board
AE McArthur (chairman) — Durban
SI Bird (chief executive officer) — 26 May 2011

DIRECTORS

LJ Chiappini* (Honorary chairman), SB Cohen* (Honorary chairman), AE McArthur (Chairman), SI Bird (Chief executive officer), MM Blair (Chief financial officer), N Abrams^, TA Chiappini-Young^, SA Ellis^ , K Getz*, MR Johnston*, RM Motanyane*, NG Payne*, Prof. LJ Ring^ (USA), MJD Ruck*, SEN Sebotsa*, WJ Swain*, M Tembe*

* Non-executive director ^ Alternate director

The following changes to the Board of Directors took place on 26 August 2010:
- LJ Chiappini and SB Cohen were appointed honorary chairmen;
- AE McArthur was appointed chairman;
- SI Bird was appointed chief executive officer;
- N Abrams, TA Chiappini-Young, SA Ellis and Prof. LJ Ring were appointed alternate directors; and
- S van Niekerk retired from the company and CS Yuill retired from the board.

TRANSFER SECRETARIES

Computershare Investor Services (Pty) Ltd

SPONSOR

Rand Merchant Bank (a division of FirstRand Bank Limited)

Consolidated statement of comprehensive income

R'000	2011 53 weeks to 2 April	2010 52 weeks to 27 March	% change
Revenue	10 973 327	9 747 910	13
Retail sales	10 673 364	9 454 130	13
Other income	239 730	214 149	12
Retail sales and other income	10 913 094	9 668 279	13
Costs and expenses	9 479 326	8 676 761	9
Cost of sales	6 201 640	5 685 157	9
Selling expenses	2 505 393	2 313 226	8
Administrative and other operating expenses	772 293	678 378	14
Profit from operating activities	1 433 768	991 518	45
Net finance income	54 662	36 761	49
Profit after net finance income	1 488 430	1 028 279	45
Net adjustment to contributions to export partnerships	(4 226)	(164 688)	
Profit before taxation	1 484 204	863 591	72
Taxation	473 950	190 023	149
Profit attributable to shareholders	1 010 254	673 568	50
Other comprehensive income:			
Currency translation adjustments	(3 941)	(8 979)	
Defined benefit fund net actuarial gain/(loss)	625	(2 976)	
Total comprehensive income	1 006 938	661 613	
Earnings per share (cents)			
- basic	412.3	273.5	51
- headline	418.9	276.9	51
- core headline	420.6	285.7	47
- diluted basic	382.7	259.7	47
- diluted headline	388.8	263.0	48
- diluted core headline	390.4	271.3	44
Dividend cover (times)	1.6	1.6	-
Dividends per share (cents)	252.0	173.0	46

Consolidated statement of cash flows

R'000	2011 53 weeks to 2 April	2010 52 weeks to 27 March
Cash flows from operating activities		
Operating profit before working capital changes	1 535 455	1 100 117
Working capital changes	(210 002)	89 444
Net interest received	223 486	178 350
Taxation paid	(444 241)	(346 467)
Net cash inflows from operating activities	1 104 698	1 021 444
Cash flows from investing activities		
Net receipts in respect of long-term receivables	-	42 361
Proceeds on disposal of investment in subsidiary	-	18 452
Additions to and replacement of intangible assets	(33 838)	(44 816)
Property, plant and equipment		
- replacement	(71 921)	(26 430)
- additions	(49 815)	(91 722)
- proceeds on disposal	531	1 231
Net cash outflows from investing activities	(155 043)	(100 924)
Cash flows from financing activities		
Proceeds from disposal of investments by staff share trust	-	26
Decrease in lease obligations	(9 966)	(7 236)
(Purchases)/sales of shares by staff share trusts	(161 214)	25 426
Deficit on treasury share transactions	(64 538)	(71 284)
Dividends to shareholders	(512 308)	(348 731)
Net cash outflows from financing activities	(748 026)	(401 799)
Change in cash and cash equivalents	201 629	518 721
Cash and cash equivalents at beginning of the year	1 170 743	660 787
Exchange losses	(3 860)	(8 765)
Cash and cash equivalents at end of the year	1 368 512	1 170 743

Segmental reporting

For management purposes, the group is organised into business units based on their products and services, and has three reportable segments as follows:
- The Apparel segment retails clothing, sportswear, footwear, sporting equipment and accessories;
- The Home segment retails homewares; and
- The Central Services segment provides services to the trading segments including information technology, internal audit, human resources, group real estate and finance.

Management monitors the operating results of its business units separately for the purpose of making decisions about resource allocation and performance assessment. Segment performance is evaluated based on operating profit or loss. Net finance income and income taxes are managed on a group basis and are not allocated to operating segments.

R'000	2011 2 April	2010 27 March	% change
Retail sales and other income			
Apparel	7 782 964	6 878 458	13
Home	3 119 944	2 778 311	12
Central Services	115 541	75 716	
Eliminations	(105 355)	(64 206)	
Total	10 913 094	9 668 279	13
Profit from operating activities			
Apparel	1 284 567	980 308	31
Home	271 218	101 147	168
Central Services	(122 017)	(89 937)	
Total	1 433 768	991 518	45
Segment assets			
Apparel	1 607 267	1 509 056	7
Home	612 817	626 977	(2)
Central Services	1 641 053	1 474 211	
Total	3 861 137	3 610 244	7

Consolidated statement of financial position

R'000	2011 2 April	2010 27 March
Assets		
Non-current assets	607 681	686 475
Property, plant and equipment	459 634	530 407
Intangible assets	79 164	69 970
Long-term receivables and prepayments	338	338
Defined benefit fund asset	20 241	16 795
Deferred taxation assets	48 304	68 965
Current assets	3 253 456	2 923 769
Inventories	953 666	934 671
Trade and other receivables	931 278	818 355
Cash and cash equivalents	1 368 512	1 170 743
Total assets	3 861 137	3 610 244
Equity and liabilities		
Equity attributable to shareholders	2 394 184	2 070 823
Non-current liabilities	179 010	200 966
Lease obligations	160 519	180 329
Deferred taxation liabilities	744	782
Long-term provisions	4 810	8 462
Post retirement medical benefits	12 937	11 393
Current liabilities	1 287 943	1 338 455
Trade and other payables	1 241 624	1 310 170
Current provisions	3 227	4 388
Current portion of lease obligations	37 742	14 133
Taxation	5 350	9 764
Total equity and liabilities	3 861 137	3 610 244

Statement of changes in equity

R'000	2011 2 April	2010 27 March
Total equity attributable to shareholders at beginning of the year	2 070 823	1 764 187
Total comprehensive income for the year	1 006 938	661 613
Treasury share transactions	(209 796)	(35 772)
Recognition of share-based payments	38 527	29 526
Dividends to shareholders	(512 308)	(348 731)
Total equity attributable to shareholders at end of the year	2 394 184	2 070 823

Supplementary information

	2011 2 April	2010 27 March
Weighted average number of shares in issue (000)	245 024	246 320
Number of shares in issue (000)	244 845	247 298
Net asset value per share (cents)	978	837
Reconciliation of headline earnings (R'000)		
Attributable profit	1 010 254	673 568
Loss on disposal and impairment of property, plant and equipment	21 540	10 897
Taxation adjustment	(5 395)	(2 330)
Headline earnings	1 026 399	682 135
Impact of export partnerships	4 226	21 569
Core headline earnings	1 030 625	703 704
Capital expenditure (R'000)		
- expended during the year	155 574	162 968
- authorised or committed at year end	304 683	187 058
Number of stores	937	962

Notes

1. The results have been audited by Ernst & Young Inc. A copy of their unqualified audit report is available for inspection at the company's registered office.
2. The accounting policies and estimates applied are in compliance with IFRS including IAS 34 Interim Financial Reporting and are consistent with those applied in the 2010 annual financial statements. All new and revised Standards and Interpretations that became effective during the period were adopted and did not lead to any significant changes in accounting policies.
3. There have been no adverse changes to the contingent liabilities and guarantees provided by the company as disclosed in the 2010 annual financial statements.

This report and the supporting presentation are available on our website:
www.mrpricegroup.com