

Mr Price Group Limited  
(Registration number 1933/004418/06)  
Incorporated in the Republic of South Africa  
ISIN: ZAE000200457  
LEI number: 378900D3417C35C5D733  
JSE and A2X share code: MRP  
("Company" or "group")

#### VOLUNTARY TRADING UPDATE FOR THE 13 WEEKS ENDED 28 DECEMBER 2024

For the third quarter from 29 September 2024 to 28 December 2024 ("Period") of the financial year ending 29 March 2025, Mr Price Group recorded double digit retail sales growth and market share gains at improved GP margins compared to the corresponding period.

Group retail sales increased by 10.6% (2-year CAGR: 10.3%) to R14.6bn against a firm sales growth base of 9.9%. Market share gains of 60bps, per the Retailers' Liaison Committee (RLC), were supported by comparable store sales growth of 6.3%. During the Period the group outperformed the total comparable market's retail sales growth of 6.4% (as per RLC), gaining market share in each month and has now gained share for six consecutive quarters.

#### Performance summary

The group previously reported in its interim results outlook (21 November 2024) that its performance into Q3 had gained momentum against an improving consumer backdrop. Retail sales in October increased 11.5%, with resultant market share gains of 70bps. Sales further improved into the first two weeks of November, increasing 14.7%, resulting in sales growth of 12.4% in the combined first 7 weeks of Q3.

It is important to note that the performance in the last two weeks of November was not comparable due to:

- Black Friday having occurred in week 4 in 2024 versus week 3 in 2023
- The shift in the retail calendar resulted in part of the Black Friday weekend and Cyber Monday falling into December
- Certain paydays and social grant payments were moved into December in 2024 versus November in 2023

Despite the above movements, the group's retail sales growth of 5.9% for November outperformed the total comparable market's growth. The group gained 60bps of market share in the month, including market share gains in the key Black Friday week.

The group recorded a strong performance in the month of December with retail sales increasing 12.8%, against a sales growth base of 15.5%. Mr Price Apparel and all acquired businesses delivered double digit growth in the month, and the group gained 70bps of market share.

Retail sales for the group's corporate-owned stores was as follows:

	Retail sales growth	Cont. to retail sales
Q3 FY2025 vs FY2024		
Apparel segment	10.9%	83.4%
Homeware segment	7.9%	13.9%
Telecoms segment	16.5%	2.7%
Group	10.6%	100.0%

Group retail sales grew 10.6% to R14.6bn and comparable store sales increased 6.3%. South African retail sales grew 10.8% (comparable store sales: 6.4%) to R13.6bn while non-South African corporate-owned store sales increased 7.7% to R1.0bn. Total store sales increased 10.6% while online sales increased 10.5%. Online sales contributed 1.8% of total retail sales during the Period, with a strong growth of 21.9% in December.

The group's ongoing strong merchandise offer supported the increase of more full-price items being sold and fewer markdowns than the corresponding period, resulting in retail selling price inflation of 5.3%. Total unit sales increased 4.8% to 110.4m.

The group reached a significant milestone with the opening of its 3000<sup>th</sup> store during the quarter. In total 78 new stores were opened, and the group closed the period with a store footprint of 3 031. Trading space increased 4.9% on a weighted average basis.

Cash sales grew by 11.1%, increasing the contribution to total retail sales to 90.9%. Credit sales increased 5.7% as the group's account approval framework continued to be implemented with caution. This was against a backdrop of consumer credit applications reaching an all-time high in Q3 2024, while rejection rates remain elevated, according to the National Credit Regulator.

Retail sales in the Apparel segment grew 10.9% during the quarter (2-year CAGR: 11.3%) and accelerated to 13.2% in December. Comparable store sales for the Period increased 6.5% and unit sales increased 4.8%. Mr Price Apparel continued to gain market share, increasing 80bps, marking six consecutive quarters of gains and

the division reached an all-time high market share level in December. Studio 88 grew retail sales by double digits and recorded the highest comparable store sales growth in the segment for both the quarter (7.9%) and the month of December (9.5%). Power Fashion achieved the highest retail sales growth in the segment for the Period and has now gained market share for thirteen consecutive quarters.

The Homeware segment's retail sales growth of 7.9% (2-year CAGR: 4.4%) continued to gain momentum, achieving its highest quarterly sales growth of the financial year to date. Comparable store sales increased 5.8% and unit sales increased 4.7%. All homeware divisions grew GP margins and Yuppiechef did so with double-digit sales growth (2-year CAGR: 18.4%) and reached its highest December market share level to date.

The Telecoms segment continued its high growth performance with retail sales up 16.5% (2-year CAGR: 12.7%), driven by strong performances over Black Friday and the month of December. Comparable store sales increased 5.3%. Further market share gains were achieved, up 10bps according to GfK (November 2024, latest available data).

Other income increased 4.2% to R314.2m due to higher debtors' interest and fees from the group's retail debtors' book.

## Outlook

The 2025 economic growth outlook for South Africa is anticipated to improve in comparison to 2024. A steadily improving consumer environment, aided by decreasing inflation and lower interest rates, continues to build a solid platform for growth in comparison to recent years.

However, there are several risk events which could dampen growth forecasts globally. The international political and economic landscapes remain uncertain and could impact inflation and interest rate expectations. Additionally, the positive impact of the Government of National Unity in South Africa and its ability to continue building on its initial success will be closely monitored.

Despite these external factors, management remain optimistic about the year ahead. The group's strong merchandise execution, which offers its customers differentiated fashion-value, and its EDLP pricing model makes it well positioned to continue its profitable market share gains.

Performance in the first three weeks of January is encouraging with double digit retail sales growth and GP margin gains across each of its trading segments. The group is focused on continuing its strong execution in quarter four with plans being well set for the new financial year.

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

Durban  
22 January 2025

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