UNAUDITED GROUP RESULTS AND INTERIM CASH DIVIDEND DECLARATION FOR THE 26 WEEKS ENDED 27 SEPTEMBER 2014

This short-form announcement is the responsibility of the Mr Price Group Limited board of directors and is a summary of the information in the detailed results announcement released on SENS on 17 November 2014. The full announcement is available on the Group’s website at www.mrpricegroup.com and copies may be requested at the Company’s registered office. Any investment decision in relation to the Company’s shares should be based on the full announcement.

RESULTS

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<th>26 weeks ended</th>
<th></th>
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<tr>
<td></td>
<td>2014 27 Sept</td>
<td>2013 28 Sept</td>
<td>% change</td>
<td></td>
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<tr>
<td>Revenue (R'm)</td>
<td>8 266</td>
<td>7 204</td>
<td>14.7</td>
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<tr>
<td>Operating profit (R'm)</td>
<td>1 242</td>
<td>1 013</td>
<td>22.6</td>
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<tr>
<td>Operating margin (%)</td>
<td>15.1</td>
<td>14.1</td>
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<tr>
<td>Earnings per share (c)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Basic</td>
<td>370.5</td>
<td>303.8</td>
<td>21.9</td>
<td></td>
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<tr>
<td>- Headline</td>
<td>371.1</td>
<td>305.0</td>
<td>21.7</td>
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<tr>
<td>- Diluted headline</td>
<td>349.0</td>
<td>283.6</td>
<td>23.0</td>
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<td>Dividend per share (c)</td>
<td>211.5</td>
<td>168.0</td>
<td>25.9</td>
<td></td>
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<td>Dividend payout ratio (%)</td>
<td>57.0</td>
<td>55.1</td>
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INTERIM CASH DIVIDEND DECLARATION

As previously communicated, over time, the Company plans to more closely align the interim and annual dividend payout ratios. As a consequence, the increase in dividend per share at the interim stage is higher than the increase in headline earnings per share. No change to the annual payout ratio of 63% is anticipated.

Notice is hereby given that the Board has declared an interim gross cash dividend of 211.5 cents per share (179.775 cents net of dividend withholding tax of 15% for shareholders who are not exempt) per ordinary and B ordinary share. The dividend has been declared from income reserves and no STC credits have been used. The salient dates for the dividend are as follows:

- Last date to trade 'cum' the dividend: Friday, 05 December 2014
- Date trading commences 'ex' the dividend: Monday, 08 December 2014
- Record date: Friday, 12 December 2014
- Payment date: Monday, 15 December 2014

Shareholders may not dematerialise or rematerialise their share certificates between Monday, 08 December 2014 and Friday, 12 December 2014, both dates inclusive.

On behalf of the board
NG Payne Chairman Durban
SI Bird Chief Executive Officer 17 November 2014

HIGHLIGHTS

- Diluted HEPS up 23.0% & DPS up 25.9%
- 10 year CAGR in HEPS of 28.0% & DPS of 32.0%
- Cash sales growth of 17.5% (80.9% of Group)
- Non-SA sales up 25.4%
- Operating margin continues to increase
- 4th in Business Times Top 100 Companies, highest ranked retailer & JSE Top 40 Index company
- Cash resources of R2.1bn, debt free balance sheet

EARNINGS & DIVIDENDS

Per share information:
- Headline Earnings
- Dividends

Mr Price Group Limited
Registration Number: 1993/004418/06 · Incorporated in the Republic of South Africa · ISIN: ZAE000026951 · JSE Code: MPC

Mr M Tembe retired by rotation at the Annual General Meeting on 03 September 2014 and he did not offer himself for re-election.

Sponsor
Rand Merchant Bank (a division of FirstRand Bank Limited)

Transfer Secretaries
Computershare Investor Services (Pty) Ltd

Mr Price Group Limited

MILADYS

mrphome

sheet·street

mrpsport