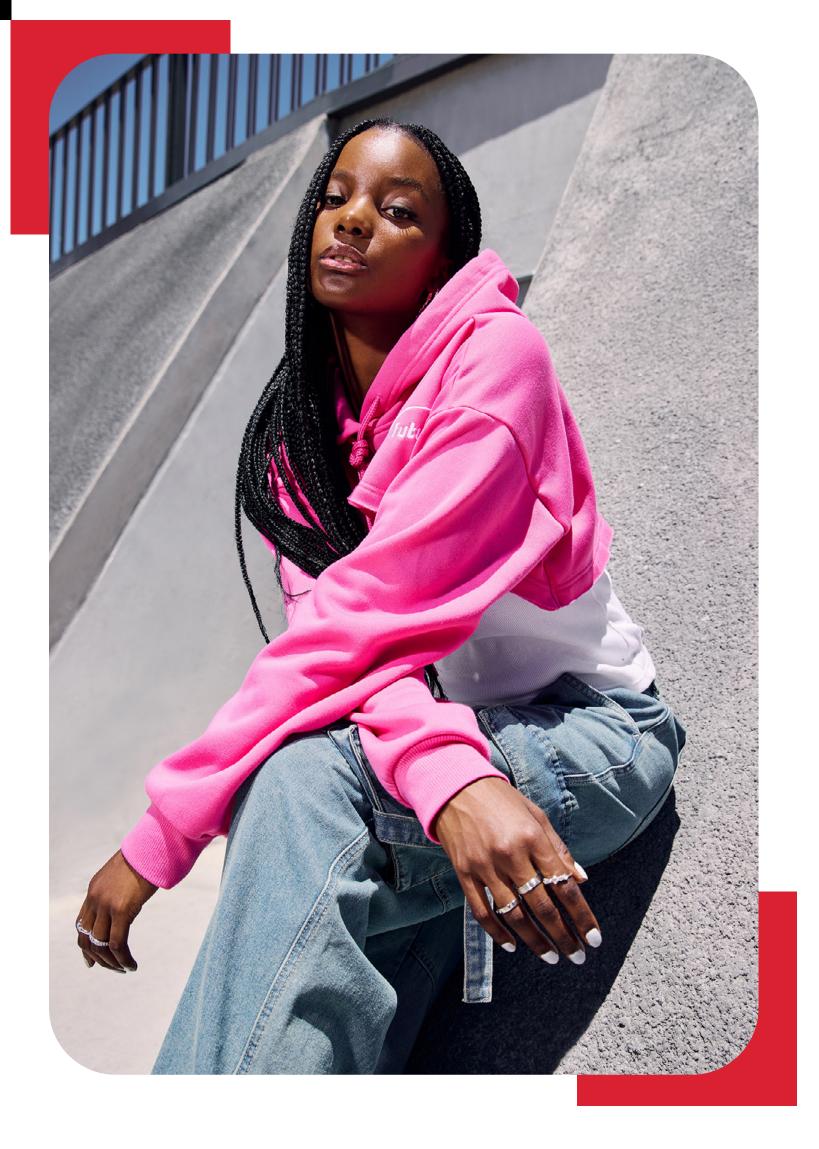
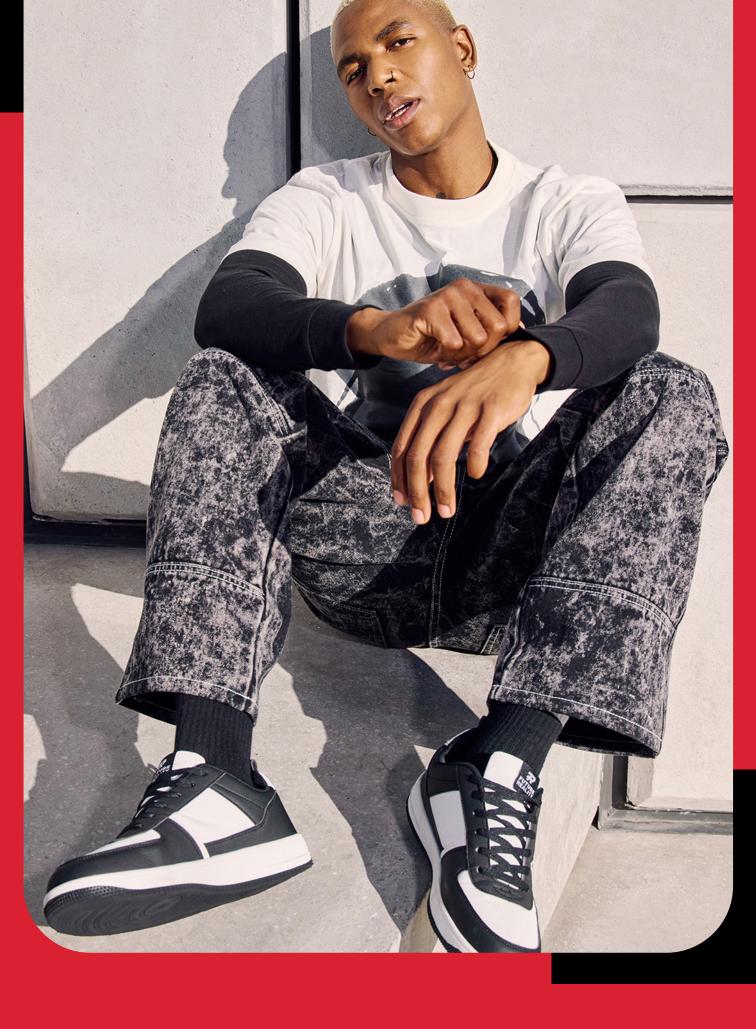


@mrprice group limited





01



Performance
Group Performance

02

BY PRANEEL NUNDKUMAR

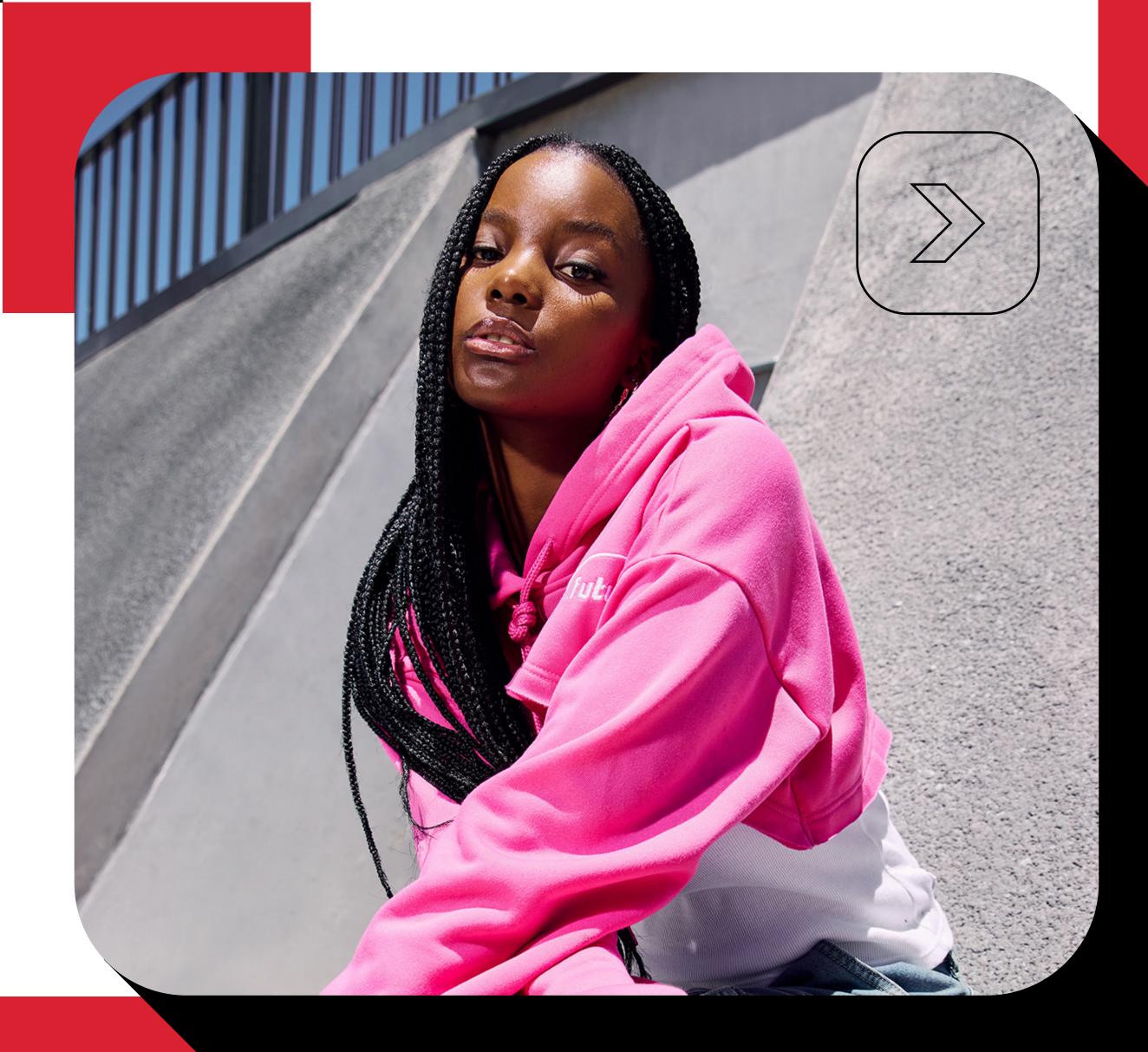


Value Creation
Strategy & Outlook

03

BY MARK BLAIR

# Backdrop Retail Environment





# Operating Environment



# Global

- Geopolitical conflicts and instability
- Supply chain disruptions
- US inflation remains 'sticky'
- Interest rates higher for longer
- Stagnant growth in China

# Unsupportive of capital flow to EMs

# SA

- Low GDP growth
- High unemployment rate
- Volatile currency
- Moderating inflation
- Elevated interest rates
- National infrastructure challenges
- Election uncertainty

# Rising complexity and cost of doing business

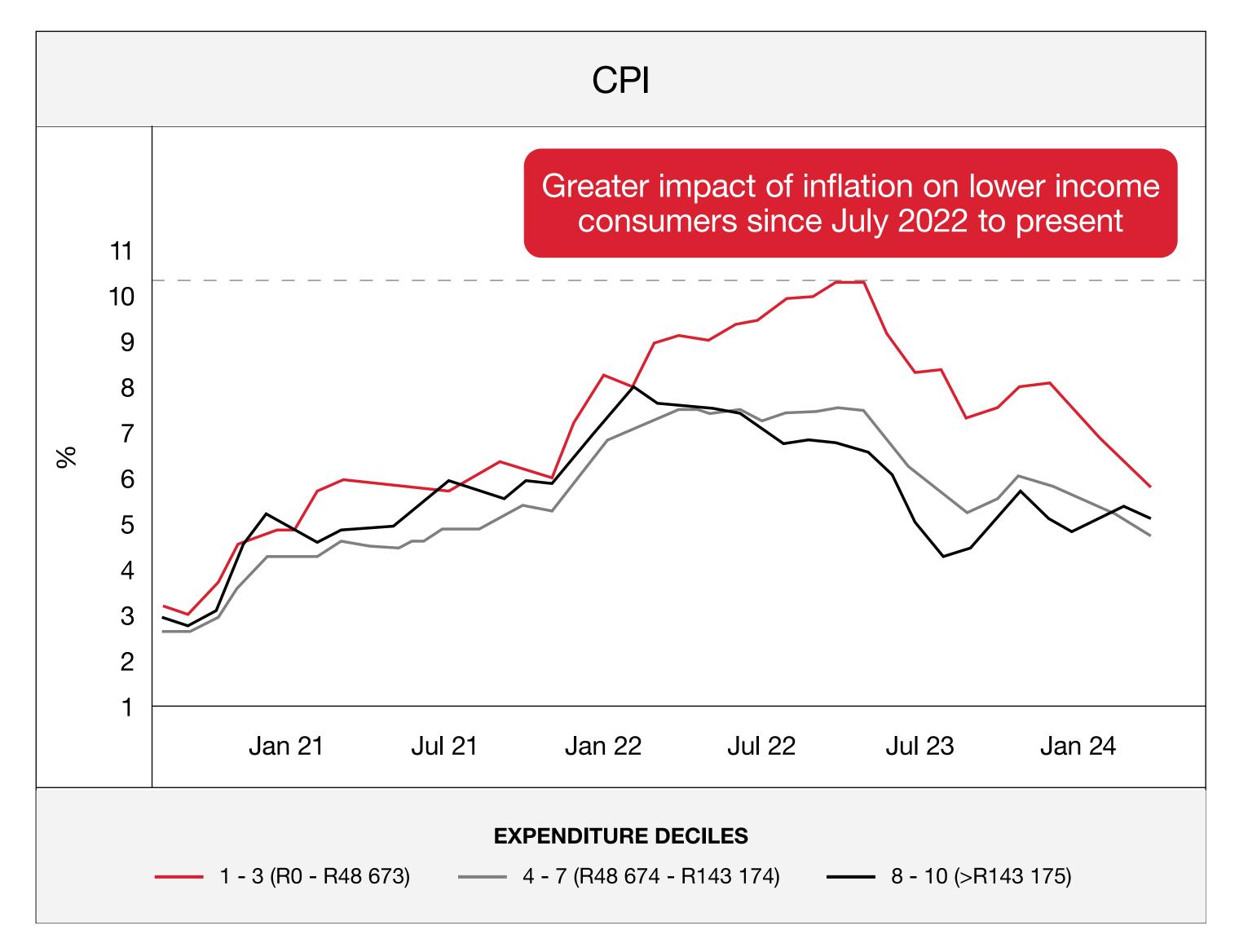
# Consumer

- Negative real wage growth > 2 years
- Disposable income constrained
- Household expenditure decreasing
- Debt servicing costs escalating
- Consumer credit index remains low
- Low consumer confidence

Consumers' wallets weighted towards non-discretionary spend

# Operating Environment Continued







# Group Highlights



Revenue growth +15.5%

292m units sold

238 stores opened

103m units procured from South Africa

Cash balance of

R2\_8bn

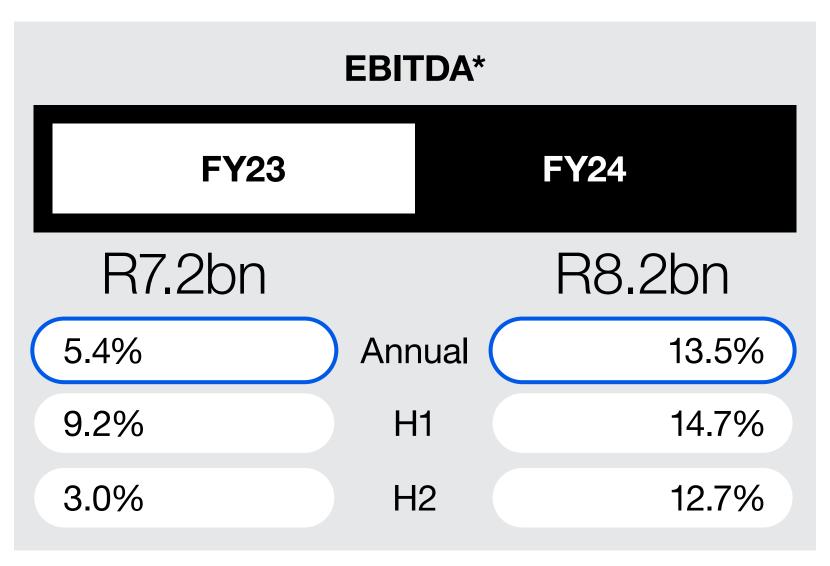
Cash conversion ratio 86.9%

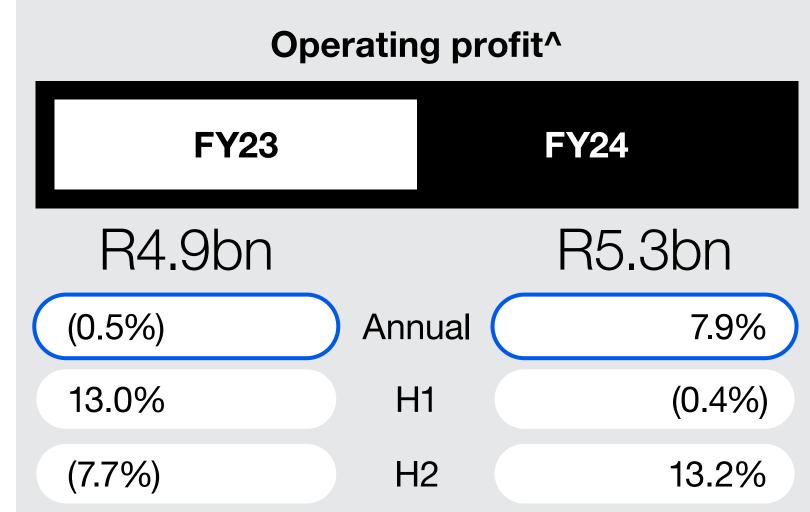
Group	FY2024	+30 <sup>bps</sup>
market share	H2	+90 <sup>bps</sup>
GP margin growth	FY2024	+20 <sup>bps</sup>
	H2	+160 <sup>bps</sup>
Operating	FY2024	7.9%
profit growth	H2	+13.2%
HEPS	FY2024	+6.7%
growth	H2	+17.8%

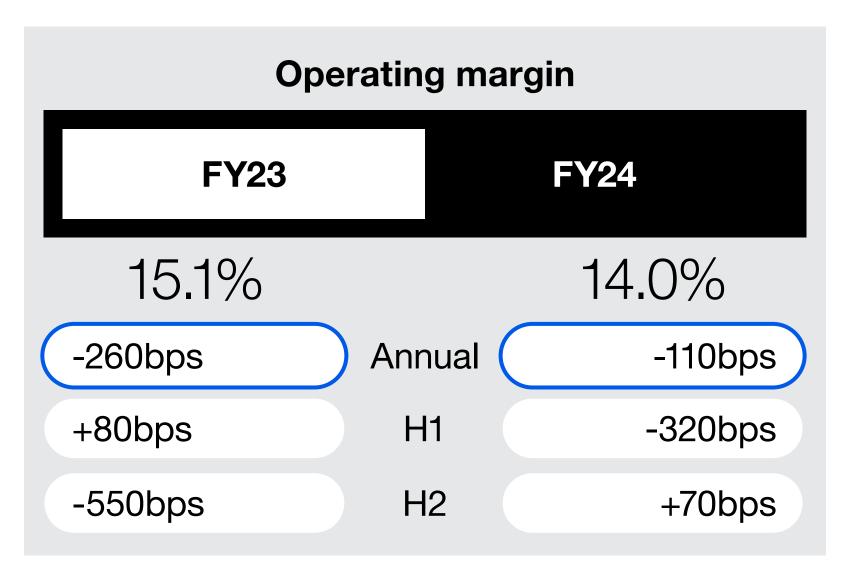
## Group Annual Results

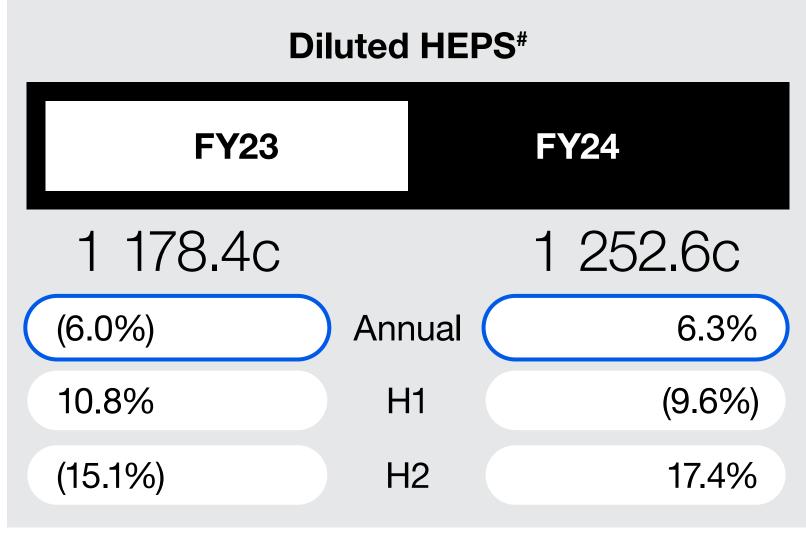


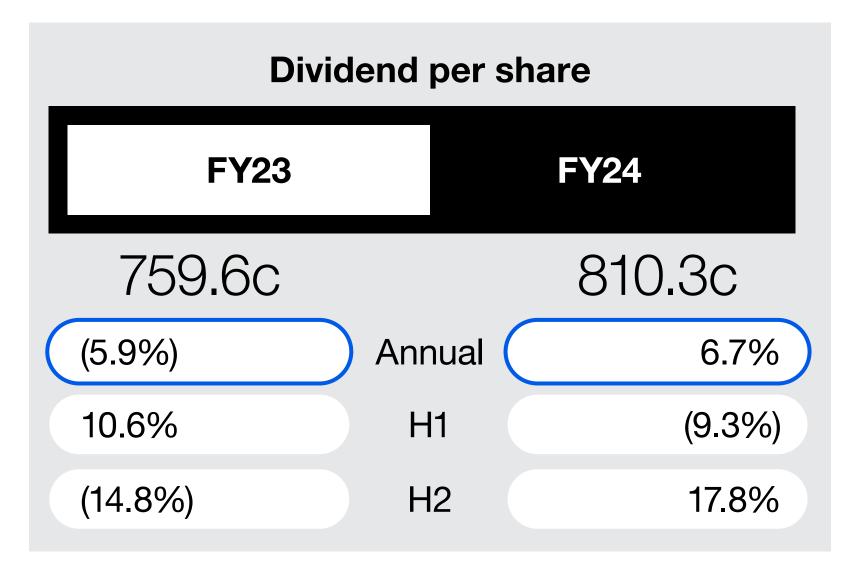
Revenue				
FY23		FY24		
R32.9bn		R37.9bn		
17.0%	Annual (	15.5%		
6.5%	H1	26.4%		
25.3%	H2	8.1%		





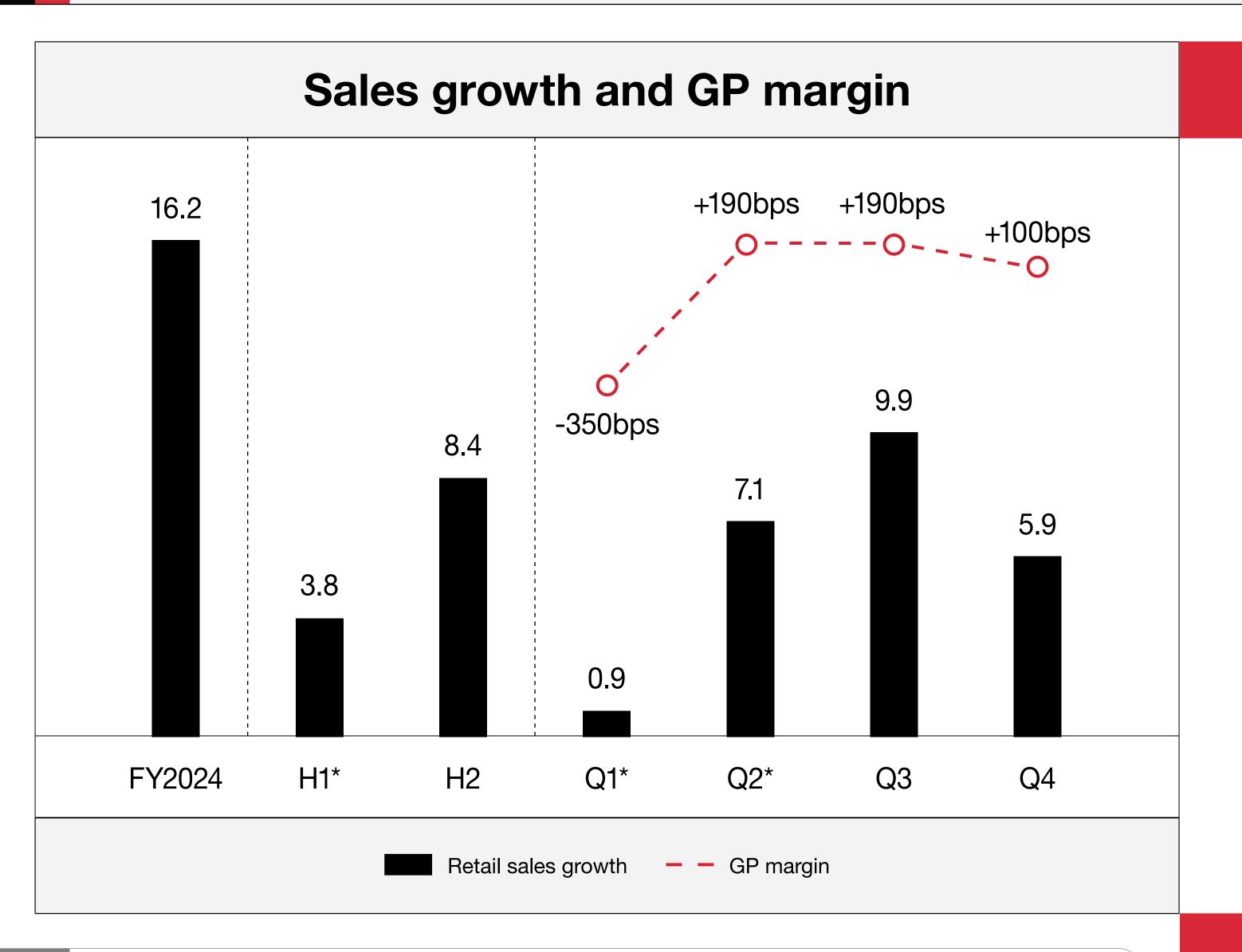






# Group Performance





#### Insights

- Improved sales momentum, GP margin and market share gains from Q2
- Healthy quality of sales: more full-priced items sold
- Q4 challenging for sector: group gained market share at higher GP margin

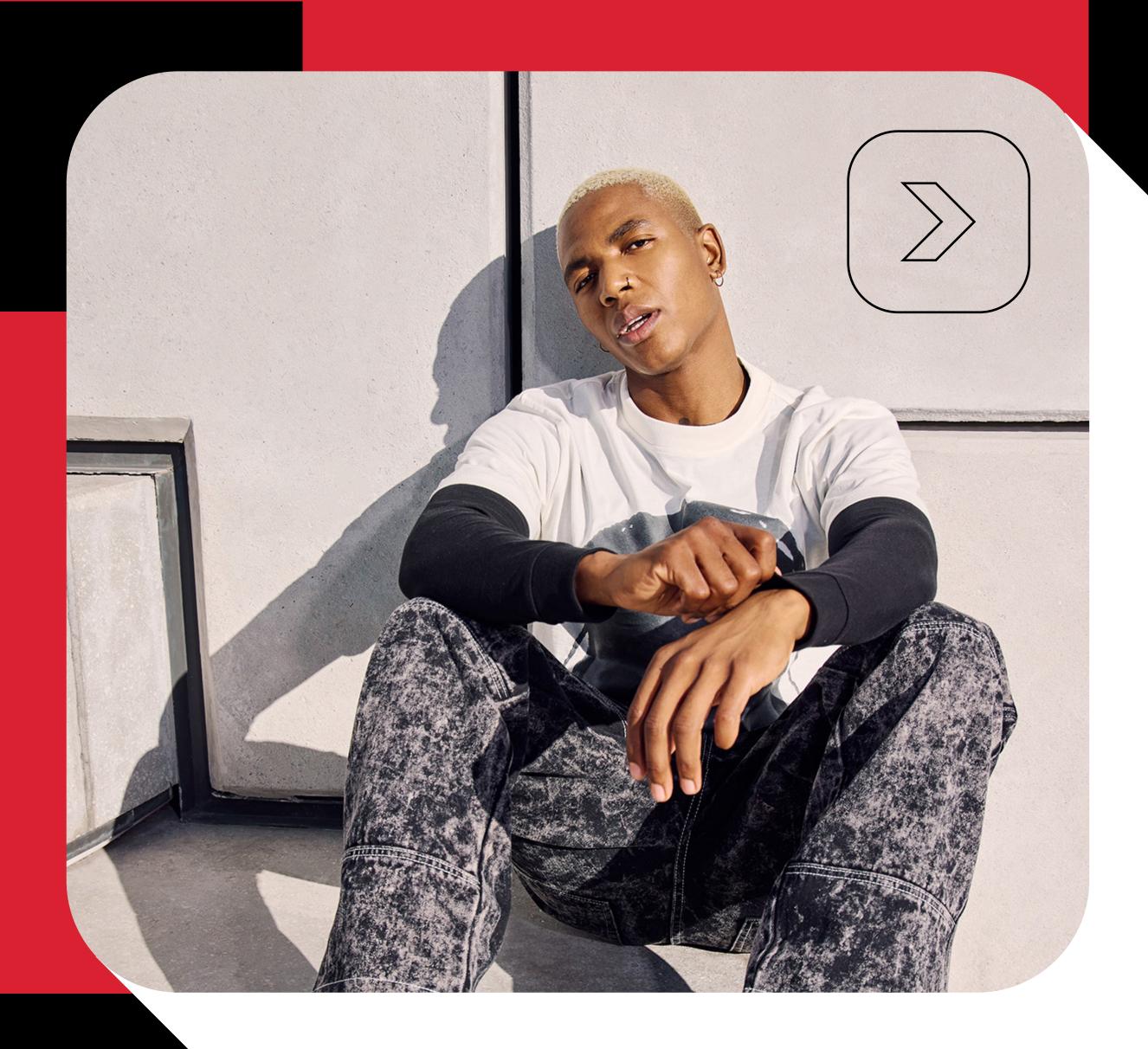
H2					
Segment	Sales growth	Comp growth			
Apparel	9.8%	5.0%			
Homeware	1.4%	(2.4%)			
Telecoms	12.1%	0.6%			

# Market Share Highlights





# Performance Group Performance







# Revenue

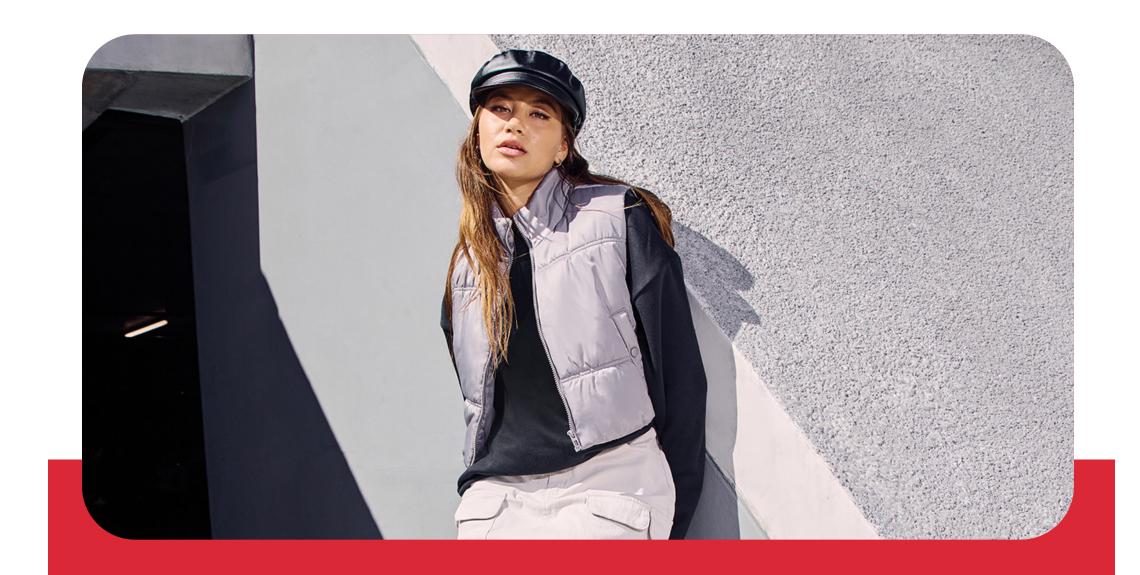


	FY2024	FY2023	% change
Retail sales	36 586	31 498	16.2%
Other income <sup>1</sup>	1 197	1 170	2.3%
Financial services & Telecoms	1 030	976	5.6%
Other <sup>2</sup>	167	194	(14.3%)
Total retail sales, interest & other income	37 783	32 668	15.7%
Finance income	161	185	(13.0%)
Total revenue	37 944	32 853	15.5%

4	Ingrand	dobtoro'	intoroot a	and aharac	0   50h	no rono	roto inorogo
Ι.	IIICIEaseu	<b>GEDIO! 2</b>	IIIIGIGSI d	and Charge	20   30D	ih2 ieh0	rate increase

2. Impacted by insurance proceeds in the base (excl +23.9%)

Retail sales growth FY2024				
	H1	H2		
Total retail sales growth	27.8%	8.4%		
Total retail sales growth excl S88	3.8%	8.3%		
Comparable stores sales growth	(0.8%)	3.6%		
Comparable stores sales growth excl S88	(0.8%)	3.8%		



# Group Income Statement



R'm	FY2024	FY2023	% change
Revenue (pg 11)	37 944	32 853	15.5%
Gross profit (pg 17)	14 603	12 501	16.8%
Expenses (pg 19)	10 332	8 604	20.1%
Profit from operating activities	5 307	4 920	7.9%
Net finance (expense)	(645)	(517)	24.7%
Profit before taxation	4 662	4 403	5.9%
Taxation	1 238	1 177	5.2%
Profit after taxation	3 424	3 226	6.1%
Profit attributable to non-controlling interests	144	111	29.9%
Profit attributable to equity holders of parent	3 280	3 115	5.3%

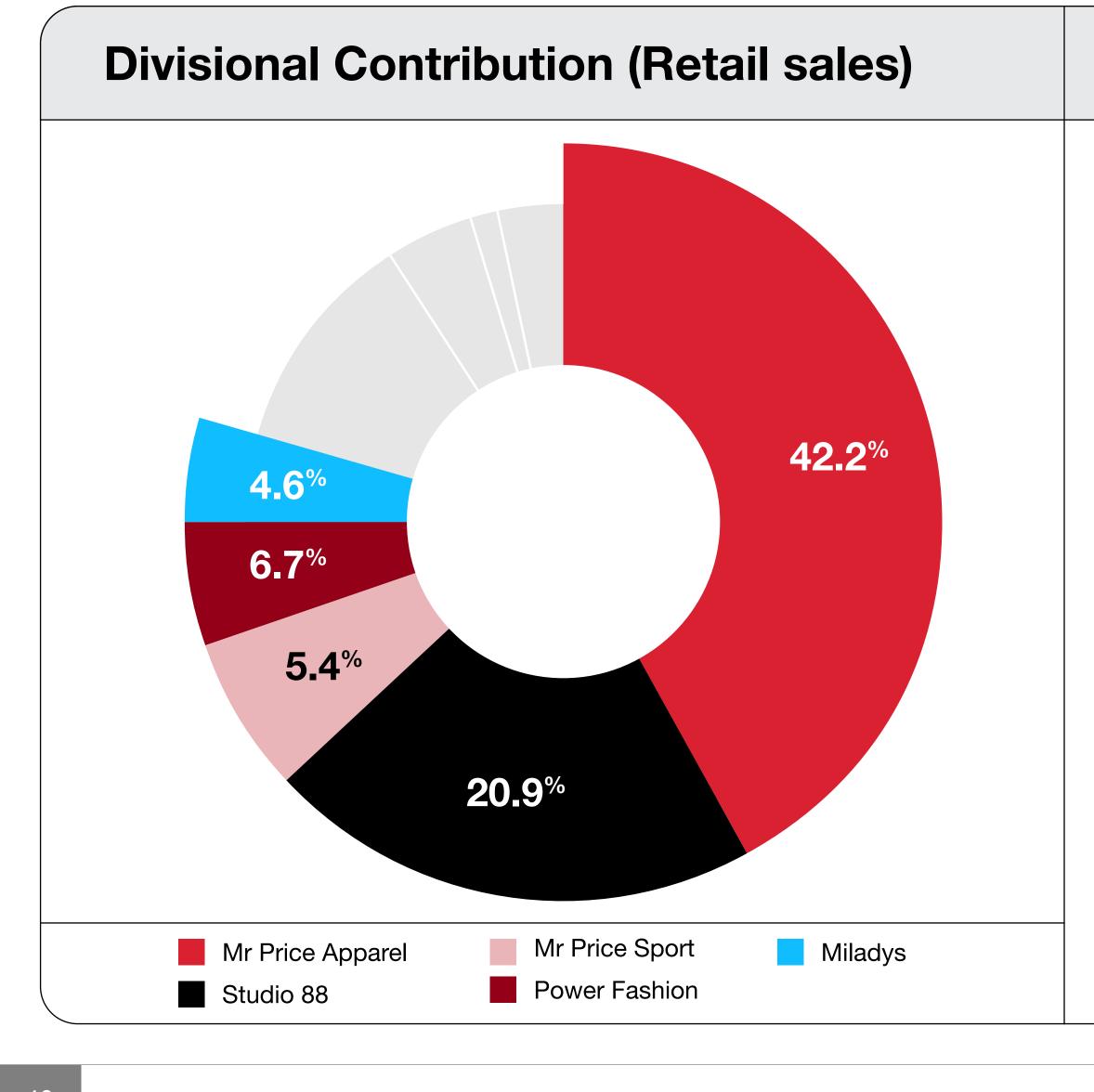
R'm	H1	H2 profit wedge
Revenue	26.4%	8.1%
Gross profit	22.5%	12.9%
Expenses (pg 19)	33.6%	10.2%
Operating profit	(0.4%)	13.2%

- Lower bank interest S88 acquisition paid in cash
- Increase in interest on lease liabilities take on of S88 rental agreements & new store openings

#### EBITDA up 13.5% to R8.2bn

# Segmental Performance Apparel





#### **Segment contribution**

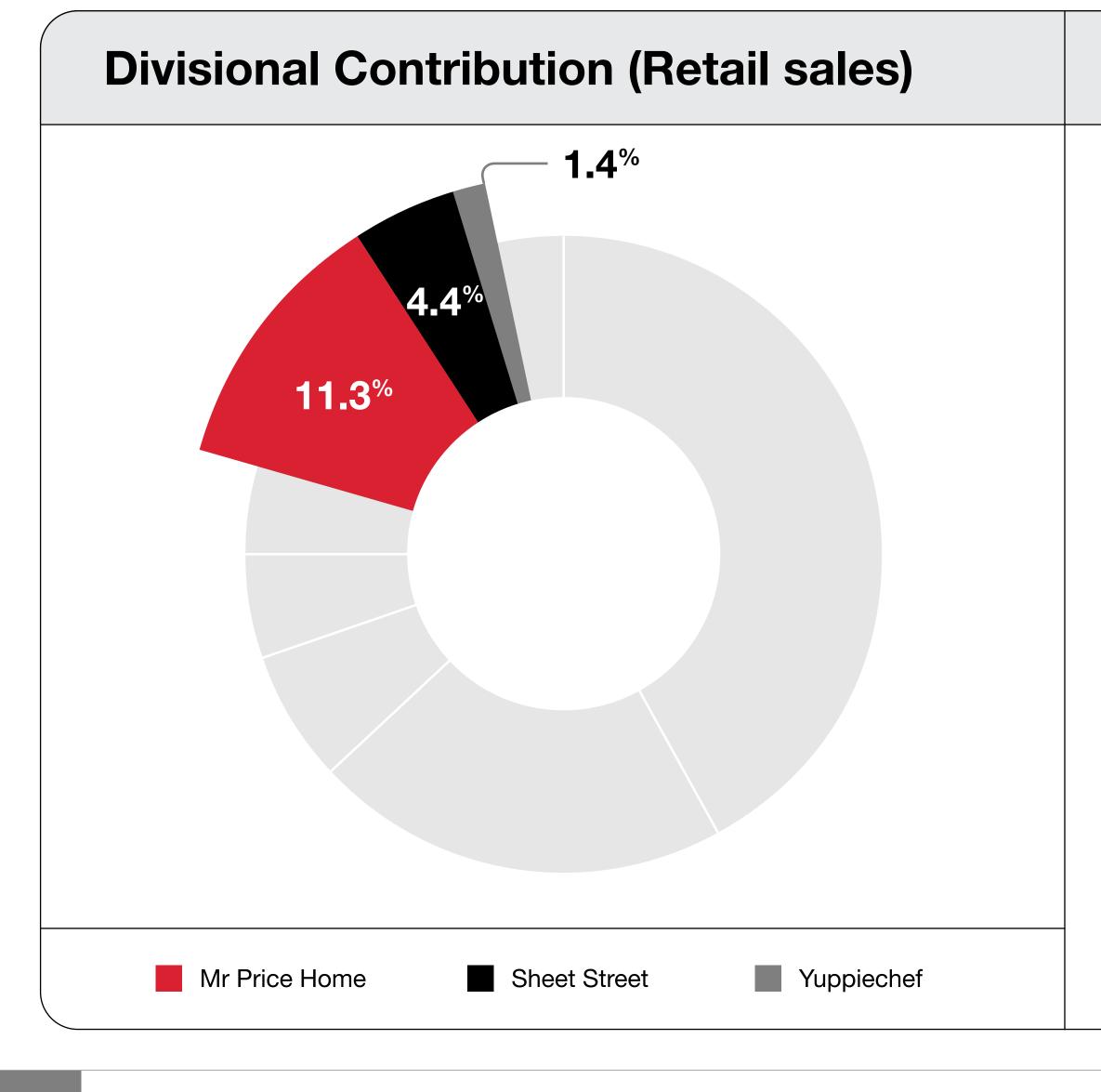
**70 7%** (LY: 76.8%)

% change	FY2024	H2
Retail sales	+20.5%	+9.8%
Retail sales excl S88	+7.9%	+10.2%
Operating profit	+15.8%	+21.3%
Sales drivers	FY2024	H2
Comp sales growth	+3.3%	+5.0%
Comp sales growth Units growth	+3.3% +5.5%	+5.0% +4.5%

\*H1 FY2024 inflation impacted by first time inclusion of higher price point merchandise in S88

# Segmental Performance Homeware





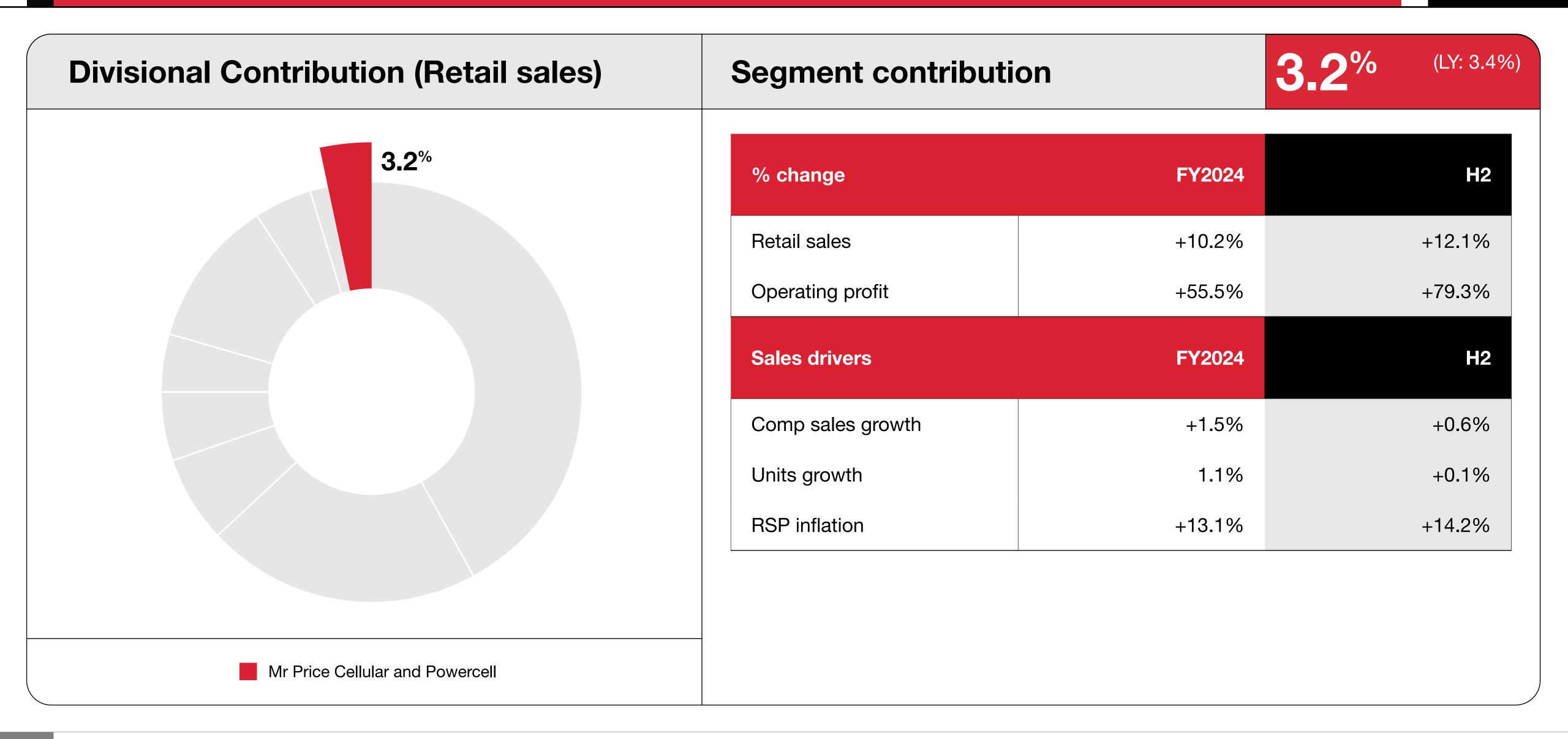
#### **Segment contribution**

**17 %** (LY: 19.9%)

% change	FY2024	H2
Retail sales	+0.3%	+1.4%
Operating profit	(23.0%)	(12.6%)
Sales drivers	FY2024	H2
Comp sales growth	(3.8%)	(2.4%)
Units growth	(4.1%)	(2.4%)
RSP inflation	+5.2%	+3.9%
Sales density	R29 358m <sup>2</sup>	

# Segmental Performance Telecoms





## Space Growth

#### Total group owned

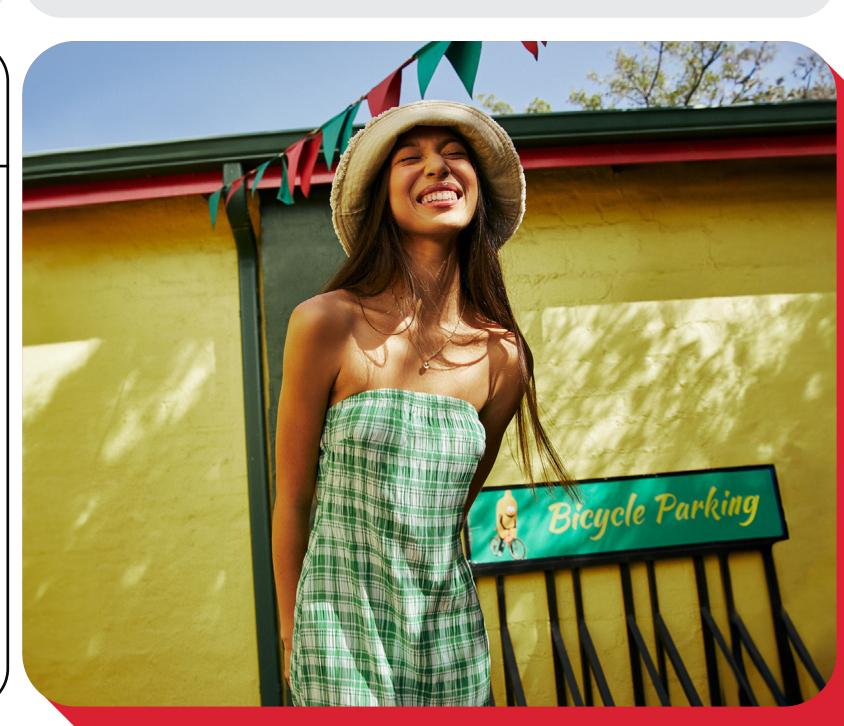
#### 2 900 stores



Apparel segment	2 256 stores	Homeware segment	603 stores	Cellular segment	41 stores
Mr Price	599	Mr Price Home	229	Mr Price Cellular	41
Mr Price Kids	31	Sheet Street	354	(Total locations including sto	re-in-store: 804)
Miladys	266	Yuppiechef	20		
Mr Price Sport	175				
Power Fashion	295				
Studio 88 (5 trading chains)	890				

#### Store and space growth insights (Refer pg 48 for detail)

- New stores: 238
  - Apparel segment: +181
- Home segment: +27
- Telecoms segment: +30
- ROOA ~2.5x cost of capital
- New w.avg space growth of 16.4% (5.7% excl S88)
- Net w.avg space growth of 16.0% (5.3% excl S88)
- Quality space remains highly competitive
  - Group brands are high footfall drivers



# Gross Profit Analysis



#### **Gross Profit**

	FY2024	H2	FY2023	Medium-term target
Group	39.7%	40.6%	39.5%	40% - 42%
Apparel	40.5%	41.6%	39.9%	40% - 42%
Homeware	40.6%	40.7%	41.7%	40% - 42%
Telecoms	19.2%	18.5%	19.3%	18% - 20%

#### **GP** margin performance

- Group:
  - H2: +160bps to 40.6%
  - FY2024 merchandise GP margin at 40.5% (H2: 41.4%)
- Apparel:
  - H2: all apparel divisions grew GP margin
  - Studio 88 and Power Fashion lower margin than group (38% 40%)
- Homeware:
  - Impacted by sectoral discounting in H1; margin improvement in H2
- Telecoms:
  - Positive mix changes to continue into FY2025



# Gross Profit Analysis Continued



Clear plans in place to grow or maintain GP margins per division





<38%

38% - 40%

> 40%

**6** mr price cellular



YUPPIECHEF



mr price MILADYS

**⊘**mrpricekids

mr price sport

**Amr price home** 

sheet\*street

# Overhead Expenses



Total expenses (R'm): Selling expenses 74.2%; admin expenses 25.8%

R'm	FY2024	FY2023	% change	% change excl S88	Cont. to RSOI#
Depreciation* and amortisation	2 833	2 251	25.8%	7.8%	7.5%
Employment costs	4 246	3 499	21.6%	10.9%	11.2%
Occupancy costs	1 008	732	37.7%	22.0%	2.7%
Other operating costs	2 245	2 122	5.4%	(2.0%)	5.9%
Total expenses	10 332	8 604	20.1%	7.7%	27.3%

- Excluding S88 expenses up 7.7%
- Employment costs:
  - Higher variable performance linked incentive
  - Minimum wage increase of 9.6%
  - New stores: 238
- Occupancy costs:
  - Weighted avg. new space of 16.4%
  - Security costs up 12.8% (new stores)
  - Timing of rental contracts
  - Additional costs incurred for backup power
  - NERSA increase of 18.7%
- Other costs
  - Stringent cost management

Group expenses to RSOI: 27.3%, in target range of <28%

# Operating Margin

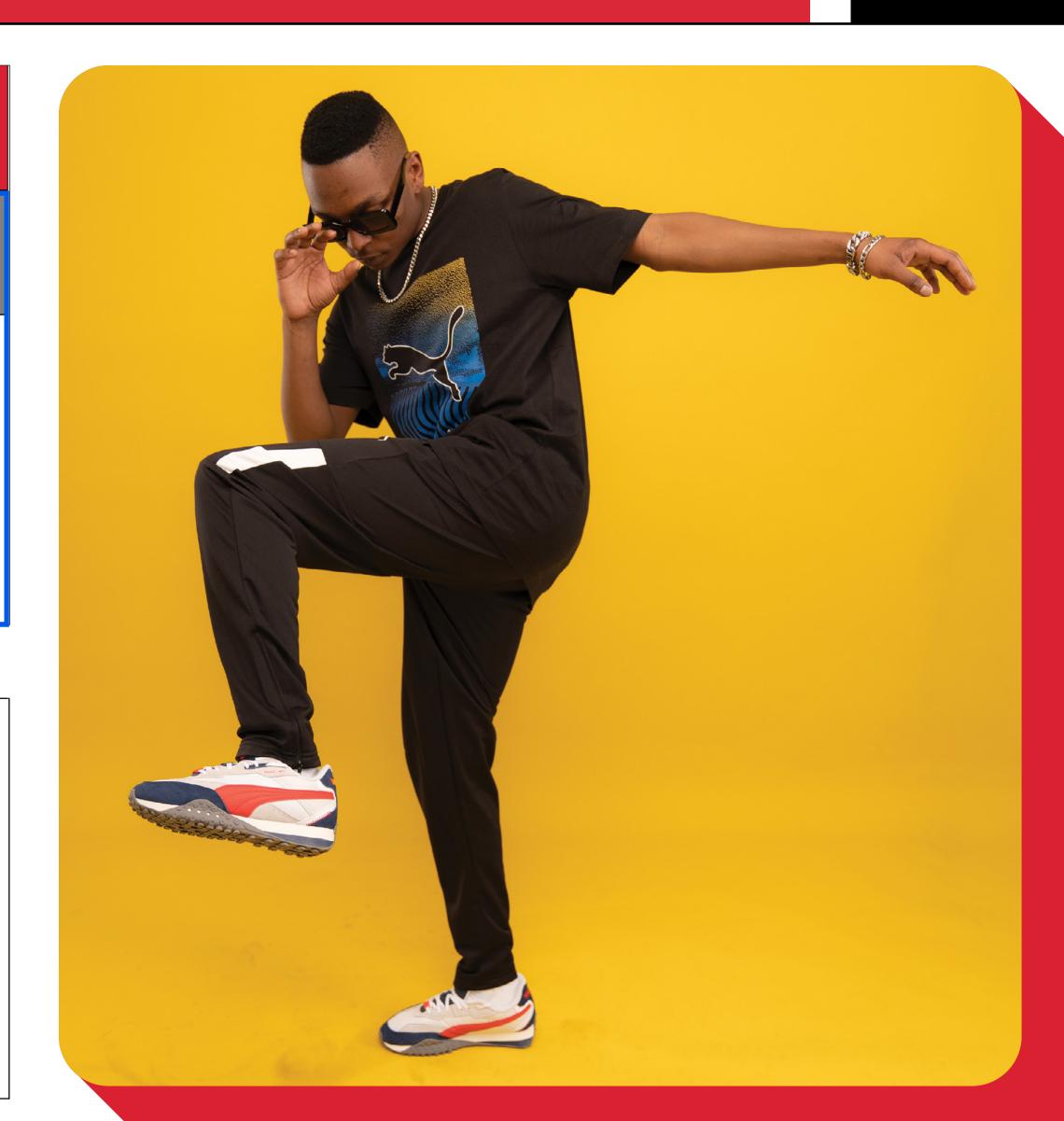


#### **Operating Margin**

	FY2024	H2	FY2023	Medium-term target
Group	14.0%	16.0%	15.1%	13% - 15%
Apparel	15.3%	17.7%	15.9%	16% - 18%
Homeware	10.5%	11.7%	13.7%	13% - 15%
Telecoms	9.8%	9.5%	7.0%	9% - 11%

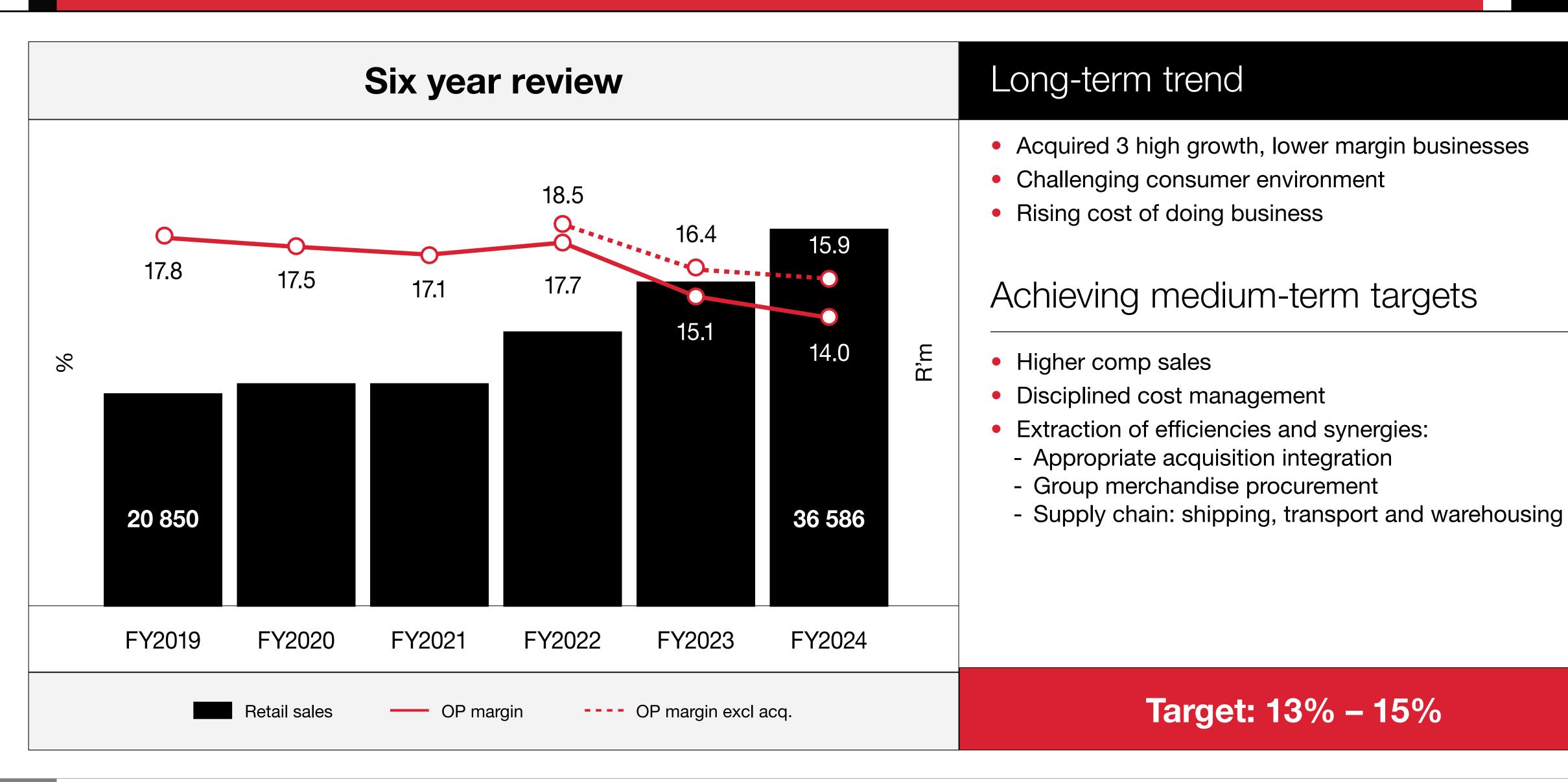
#### **Operating margin performance**

- Group:
  - FY2024 margin impacted by S88 seasonality
  - H2 margin at 16.0%, up 70bps
- Apparel:
  - Recovery driven in H2 by Mr Price and Power Fashion
- Homeware:
  - Biggest negative impact absorbed improved H2
- Telecoms:
  - Positive performance: lower operating margin than group



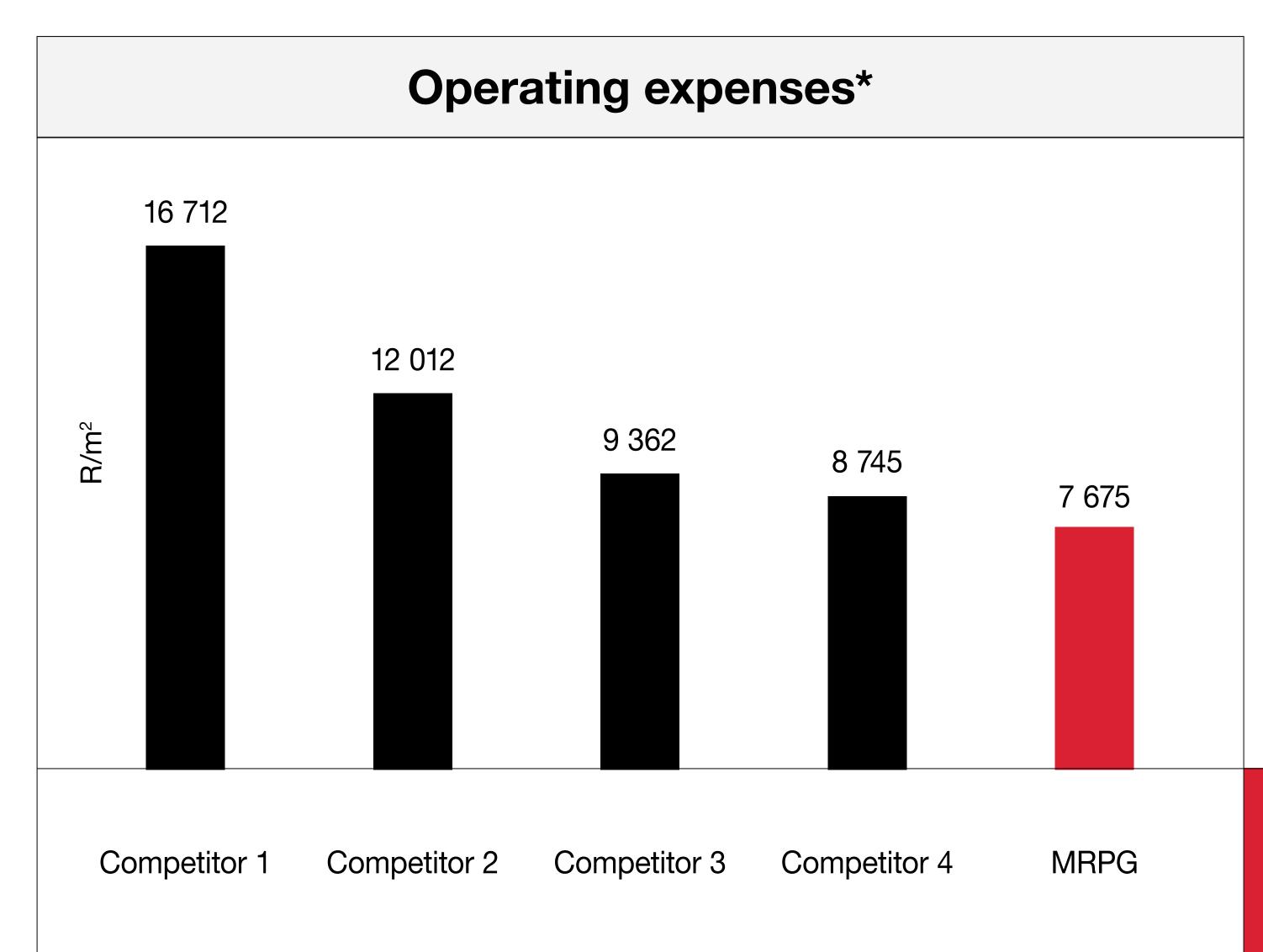
# Operating Margin





#### Defensive Business Model







Every decision made every day must support our value roots

# Balance Sheet Analysis



**Gross inventory** 

-4.2%

Stock freshness 85.8% (+240bps)

**Trade & other receivables** 

8.6%

Debtors' interest and charges up 12.1%

**Trade & other payables** 

6.1%

Positive supply chain finance progress

Net working capital generated

+R122m

Long-term debt (excl S88)

Zero

R38m in long-term debt facilities in S88

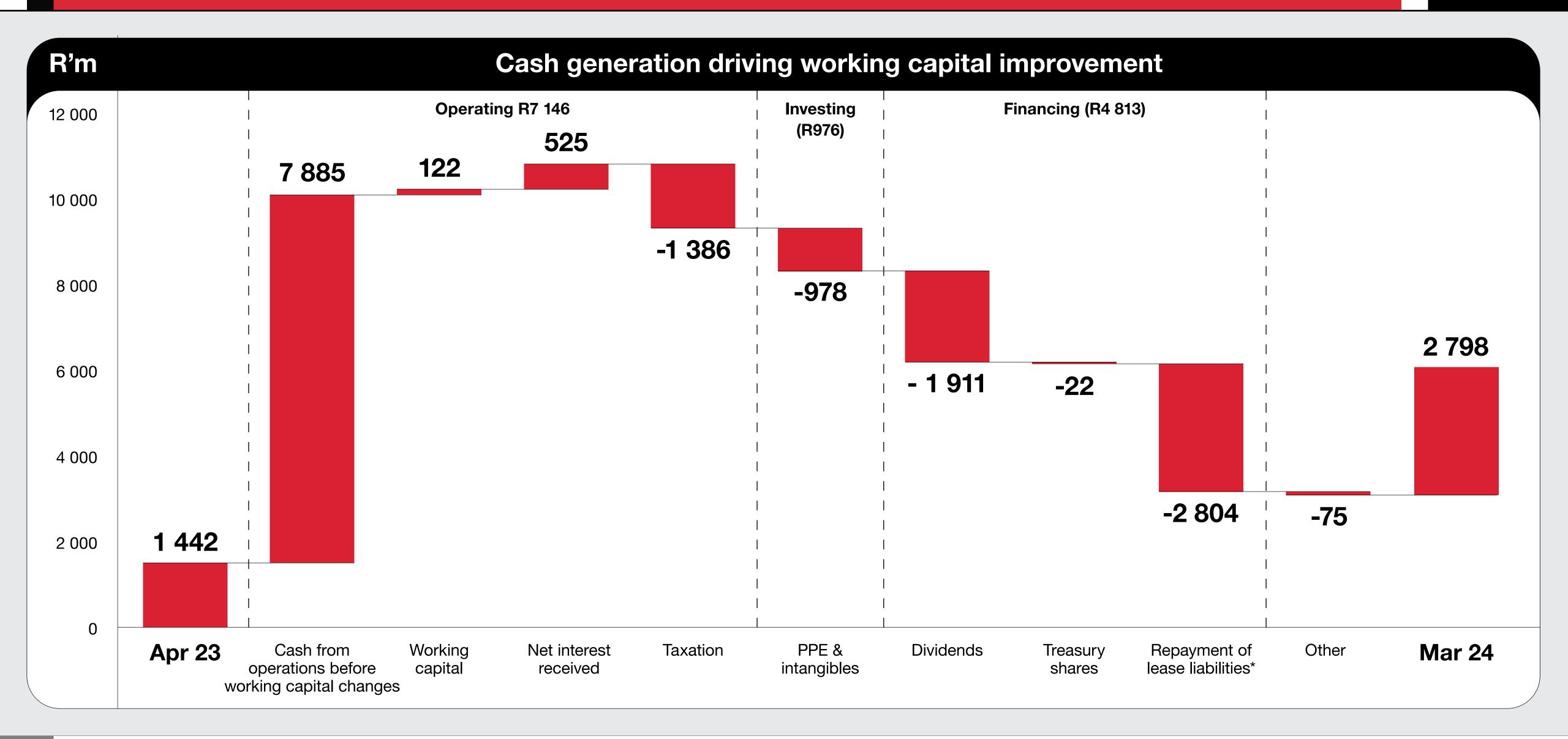
Cash & cash equivalents

R2.8bn

Cash conversion ratio of 86.9% (+490bps)

#### Cash Flow Movements

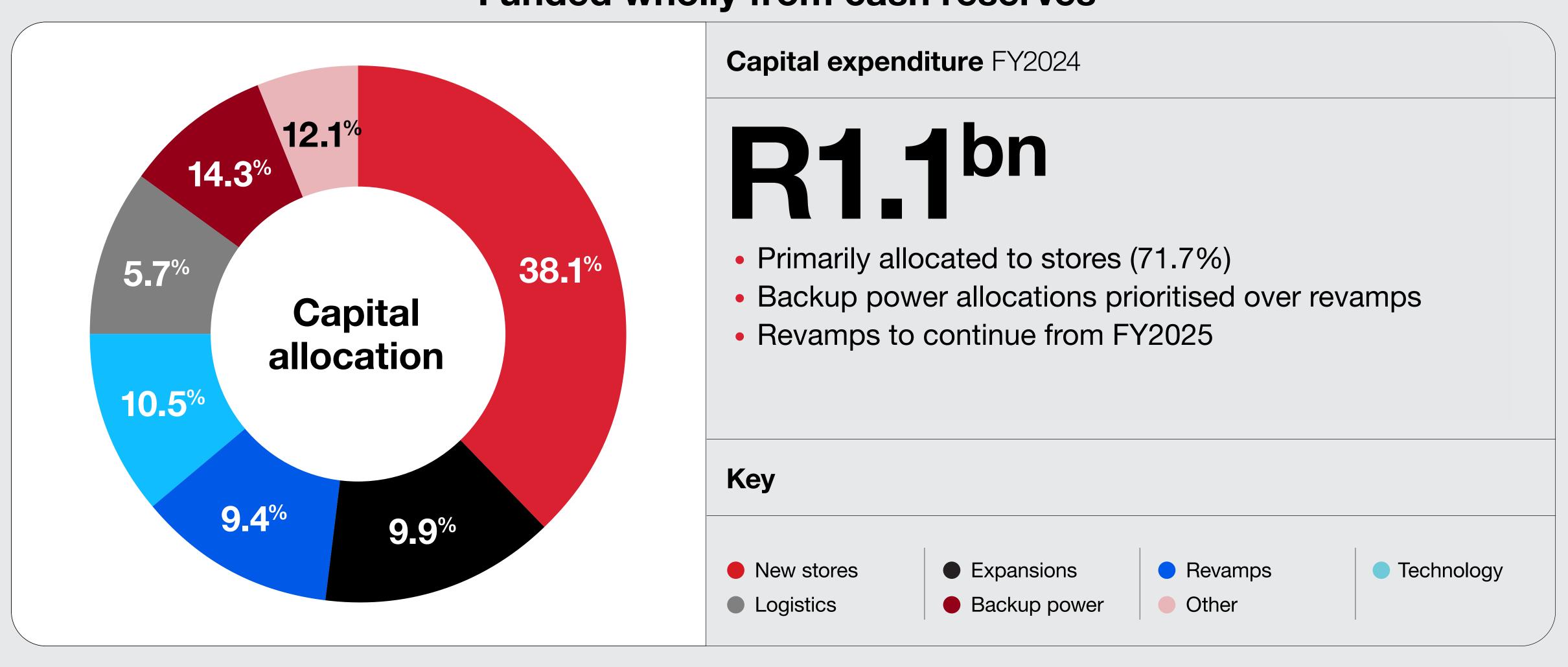




#### Allocation of CAPEX



#### Funded wholly from cash reserves



#### Credit Growth Performance



#### **CREDIT SALES**

R4\_1 bn

11 % of total sales

+1.7% YoY growth

19.3% approval rate (down 370bps)

#### **DEBTORS' BOOK**

R'm	Mar 24	Mar 23	Mar/Mar
Debtors' book	2 848	2 475	15.1%
NBD: book (excl collection costs)	2.2%	8.4%	
Impairment provision	13.9%	10.0%	

#### **Principa** Face of Credit report

	Mr Price Group	Clothing Retail Credit Industry
Total Good/Total Bad balance ratio*	8.3	4.1
% 4+ Cycles Balances	4.0%	11.0%

- Reassessed suitability of the write-off point:
  - Historically conservative led to higher post-write off recoveries
  - Write off point moved out to create a charge off portfolio on balance sheet
- Resulted in:
  - Increase in debtors book and decrease in write-offs (lowering NBD %)
  - Increase in impairment provision % coverage due to higher debtors book
  - Net impact on income statement = R3.4m (not material)
  - NBD % expected to normalise in FY2025 back to historic levels
- There have been no changes to the credit policies or strategy of the group

# FY2024 highlights



# Sales growth momentum

ratio of

Cash Conversion 86 9/0

**Market share** 

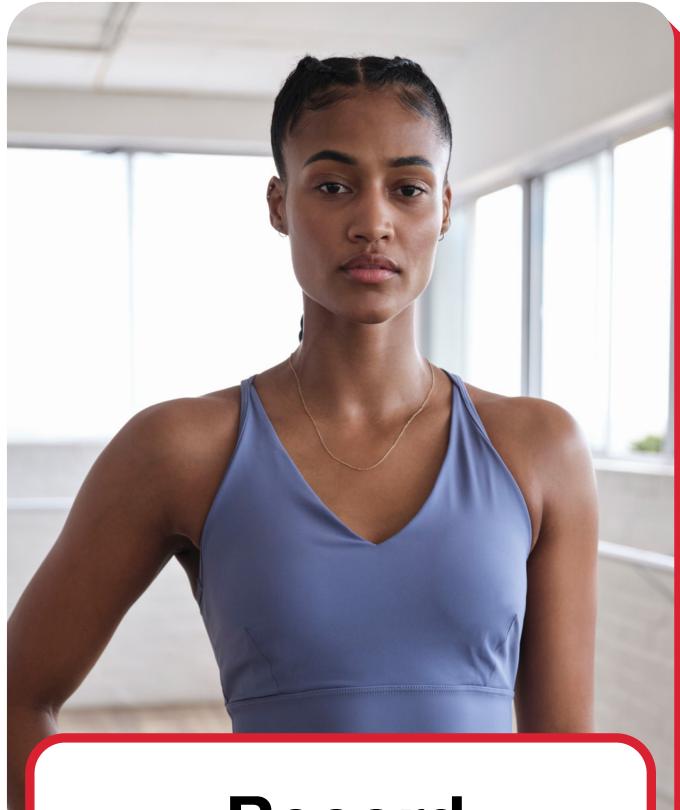
Cash available

R2.8bn

with zero debt\*

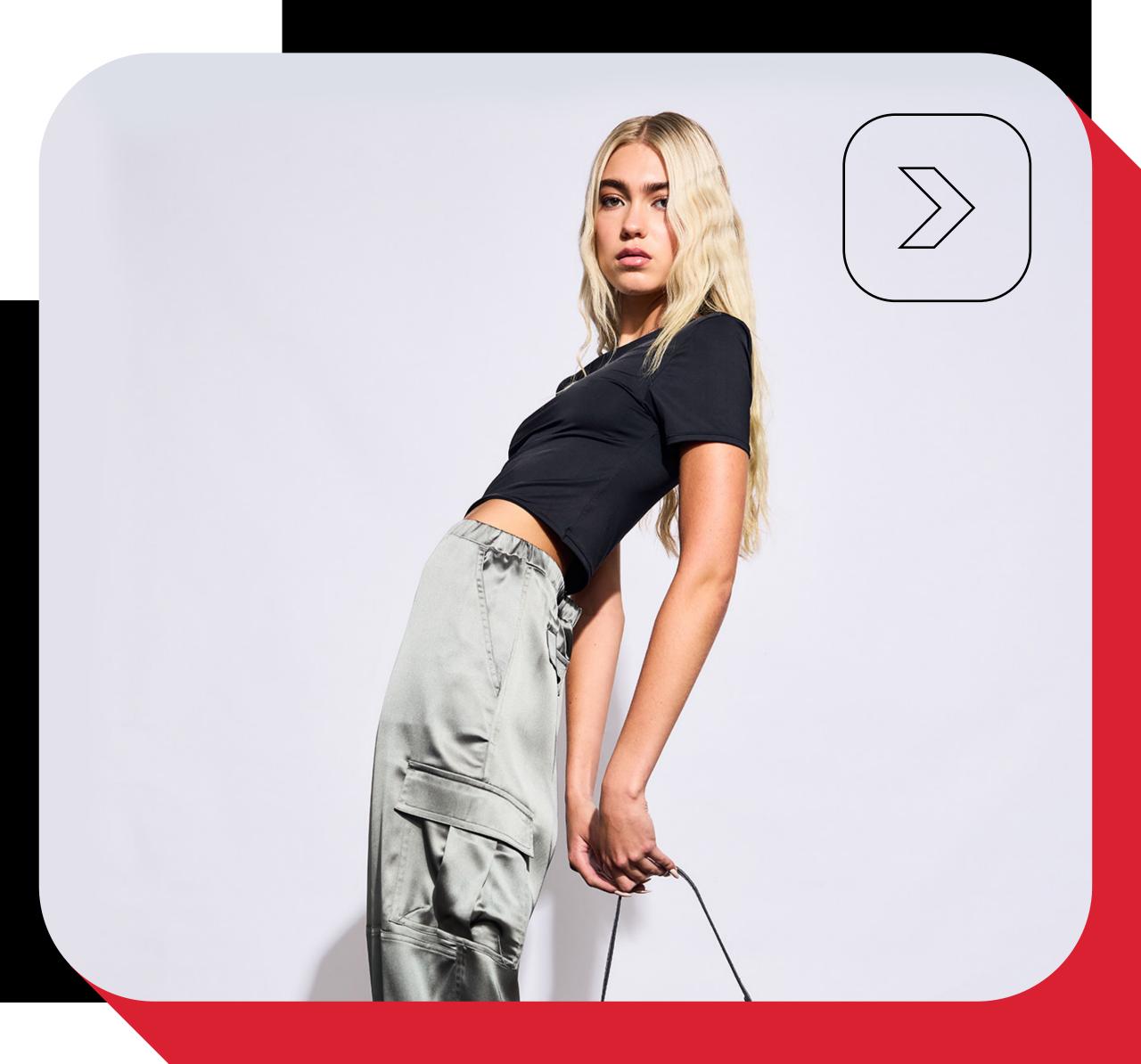
Improved GP and operating margins Positive HEPS growth,

double digit growth in H2



Record operating profit level

# Value Creation Strategy & Outlook





# **ENABLERS**People | Operations | Sustainability

# Strategy Framework

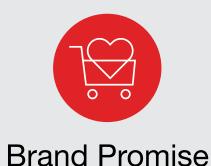


FRONTLINE rprise and delight our customers

#### STRATEGIC OUTCOMES 3 5 Omni-channel Digital & tech Growing comp sales Profitable Diversified Operational modernisation excellence offering market Space growth Differentiated fashion Supply chain share Category extensions Value positioning Efficiencies & leverage 6 Disciplined capital Leading brand equity Scalable Strategy function Customer Top quartile allocation framework opportunities returns obsessed Customer engagement New growth vehicles Industry leading metrics Data insights

#### UNDERPINNED BY SIX STRATEGIC PILLARS











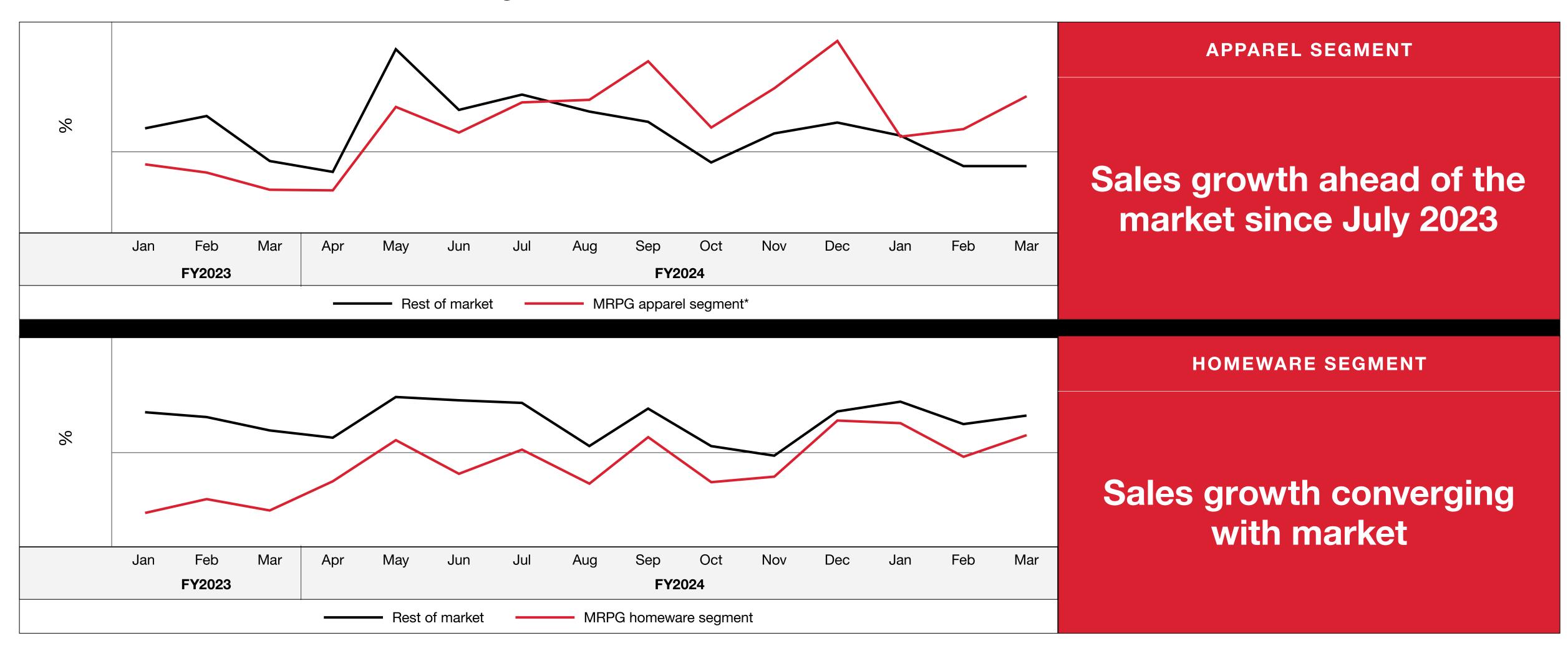


The year ahead will bring extreme focus on the customer, existing opportunities and fiscal discipline

#### Profitable Market Share Sales Growth Momentum

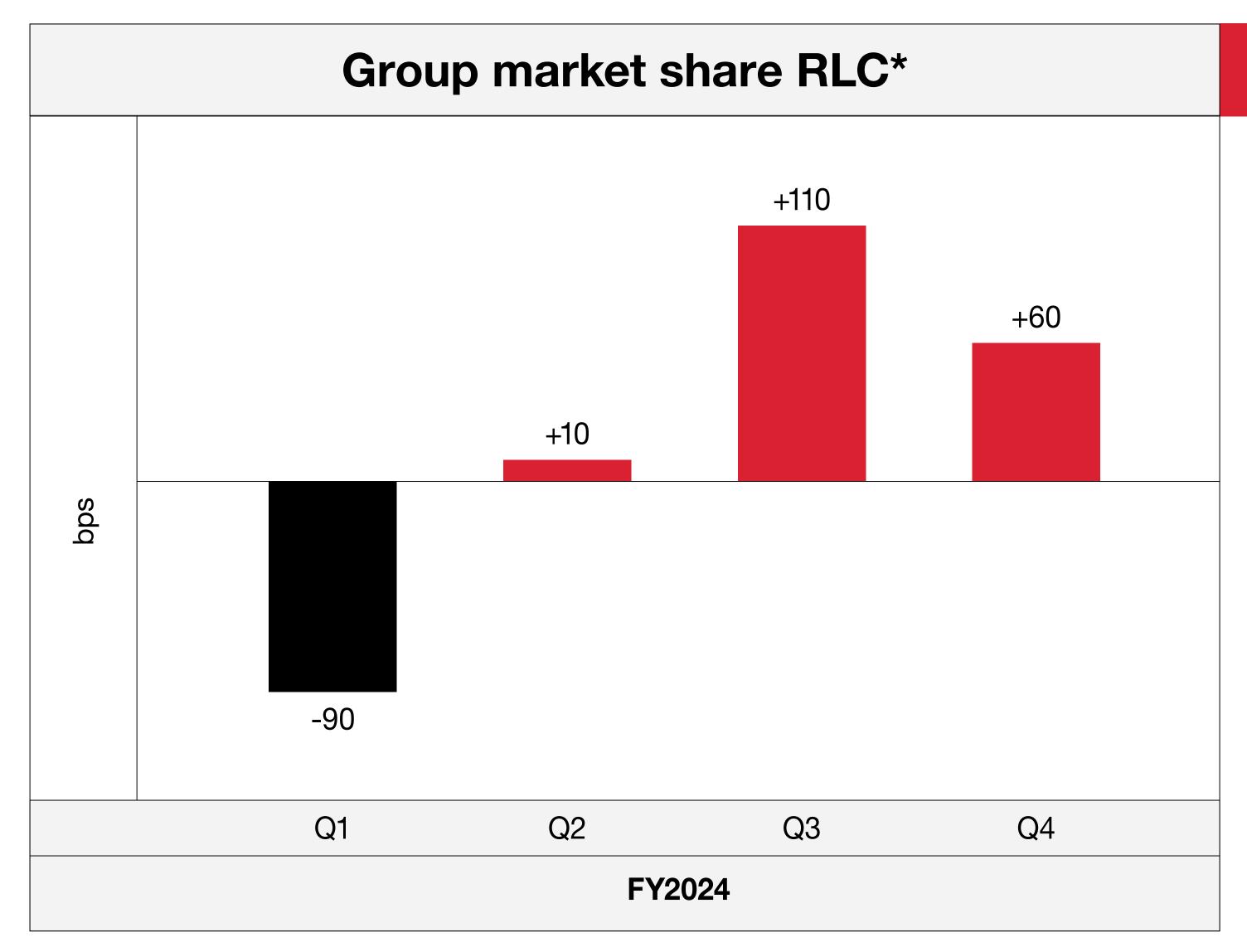


#### Sales growth RLC



## Profitable Market Share Market Share Gains





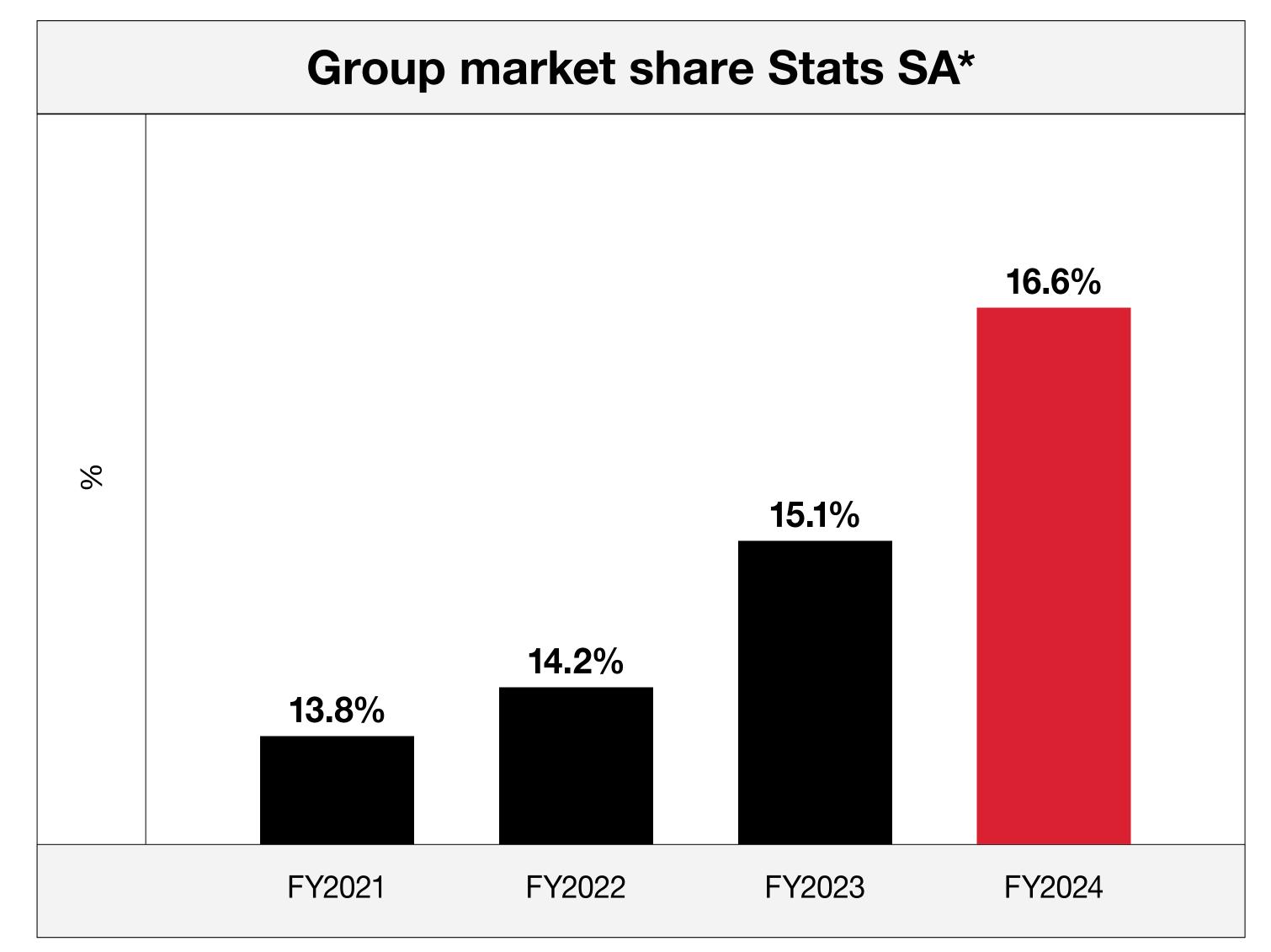
#### Key focus areas

Group Retail Directors in place to:

- Focus on core operations
- New store, category and channel opportunities
- Extract value from recent acquisitions and current organic opportunities







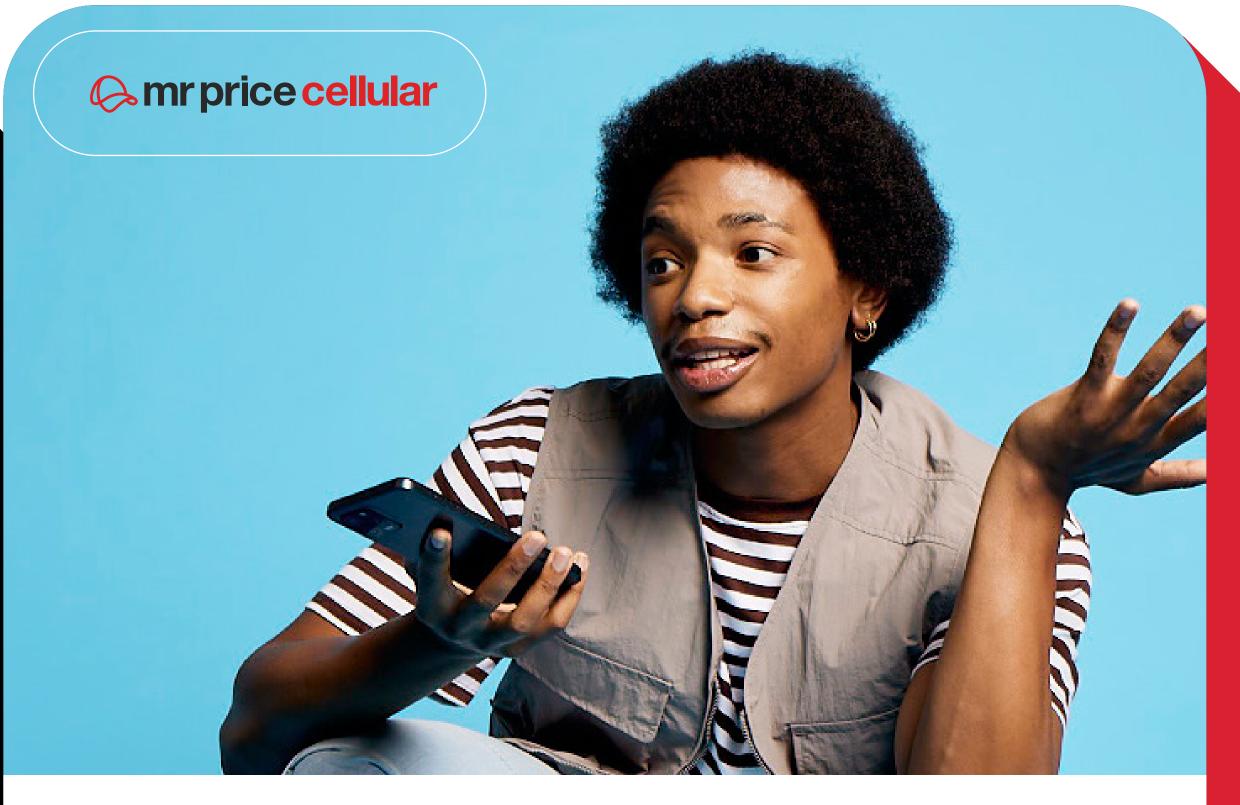


## Profitable Market Share Organic Growth Progress





- 31 standalone stores
- 14 new stores in FY2024
- 70bps market share gain (RLC)



- standalone stores
- 30 new stores in FY2024
- 80bps market share gain (GfK)

#### **Brand Power**

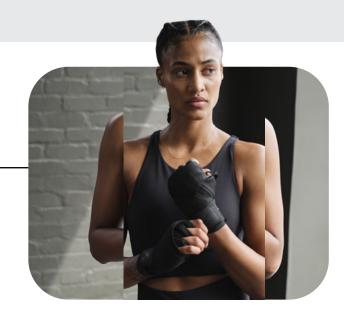


#### Top of mind awareness supporting market share gains



#### **Highest brand equity**

in apparel and homeware segments in SA

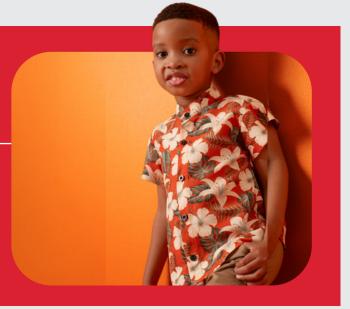






#### **Most loved**

apparel and homeware brands in SA



#### **Most shopped**

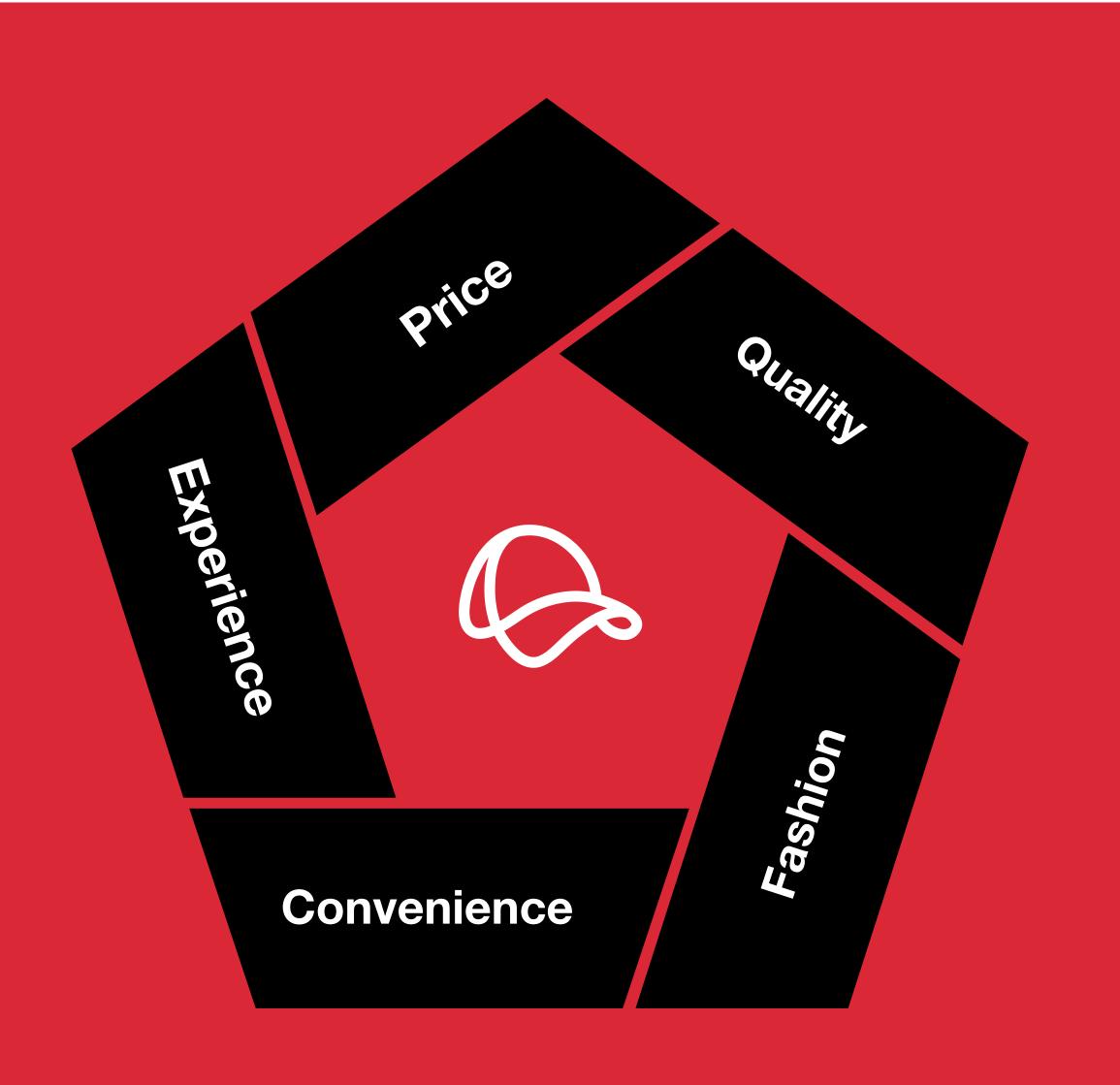
apparel retailer in SA-4.1m customers



#### Further strengthen our dominant market position via focus on:

- Leveraging brand strength
- Store revamps
- Customer care
- Enhanced customer data and communication
- Customer experience at all touchpoints
- Organisational design to intensify focus and enhance delivery





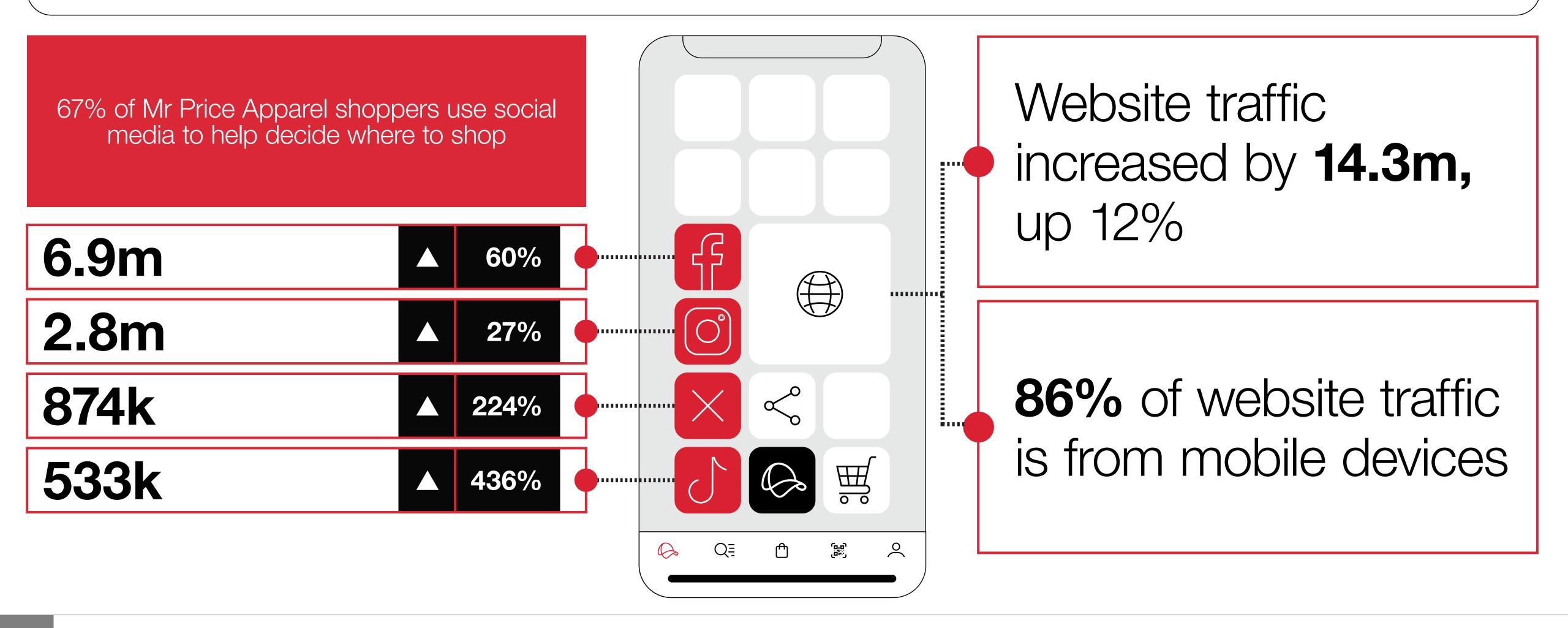


#### Customer Obsessed

#### **Customer Relationships**



#### Digital platforms drive engagement and customers to our stores



# Diversified Offering

## **Omni-channel Champions**



Total owned stores

2900

Online

2 1 % contribution to total retainables

Enhance performance of profitable online channel:

- Re-define ecommerce strategy
- Strong execution of processes and system enhancements
- Improved functionality and performance
- Organisational design considerations to create focus and delivery
- Threat of global online:
  - Ecommerce only foreign retailers pricing could rise as much as 39%

SA consumers continue to favour the convenience of omni-channel shopping:

59% of website and app users research online and shop in store

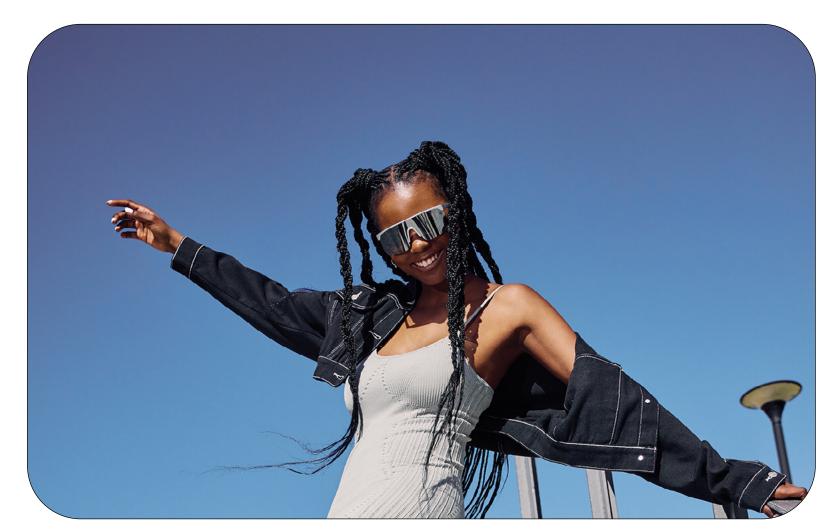
of Mr Price Apparel orders are click and collect

>900 Pargo collection points

Store facilitates easy exchanges footprint and returns



#### Private label fashion





#### **Brand partnerships**





#### **Brand exclusives**

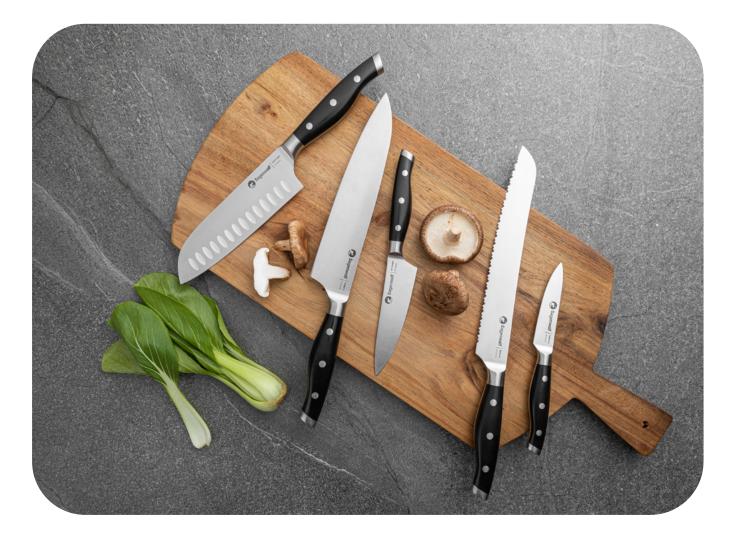








#### **Private label fashion**



#### **Brand partnerships**



#### **Collaborations**







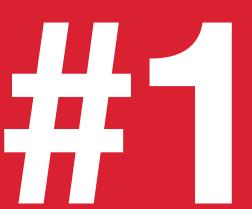


## Diversified Offering

## **Value Positioning**







Mr Price leads the fashion value matrix ahead of Shein and all other competitors in ladies and mens wear (Borderless Access)

9/0

of customers recognize that Mr Price Group provides either the same or better value for money than last year

(Customer VFM survey)

# Scalable Opportunities

## **Shaping strategy**



Apex strategy team established in 2019

Researched SA market in 2020 to identify growth opportunities

Launched new group strategy in 2021

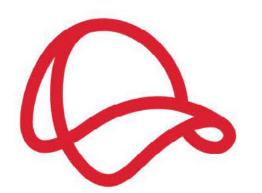
Acquired Power Fashion, Yuppiechef and Studio 88

#### • FY2024:

- Sales: R10.7bn | + 53.3%
- Op Profit: R977m | +34.9%

Organic growth vehicles: Mr Price Baby | Mr Price Kids | Mr Price Cellular

New research phase commenced 2023 to identify further growth opportunities





## Operational Excellence

### **Disciplined Execution**



#### **Centres of Excellence**

- Execution of People strategy resulted in Top Employer certification
- Stakeholder engagement scores improved on prior year and better than competitors
- Centralised real estate team delivered >300 projects, increase in capital cost of store builds below inflation
- Sustainability strategy recognized by Sustainalytics, ISS and MSCI as market leading

#### **Supply Chain**

- Supply chain blue print execution:
  - Integrating new divisions
  - Supporting growth vehicles
  - Supporting value model DNA

#### **Technology**

- Continuation of technology modernization:
  - Reduces risk
  - Enables innovation
  - Facilitates business process improvement

Cost control and discipline central to all decision making

mr price

mrprice kids

**mrpricehome** 

mrprice sport

mr price money

mr price cellular

MILADYS

sheet\*street

YUPPIECHEF

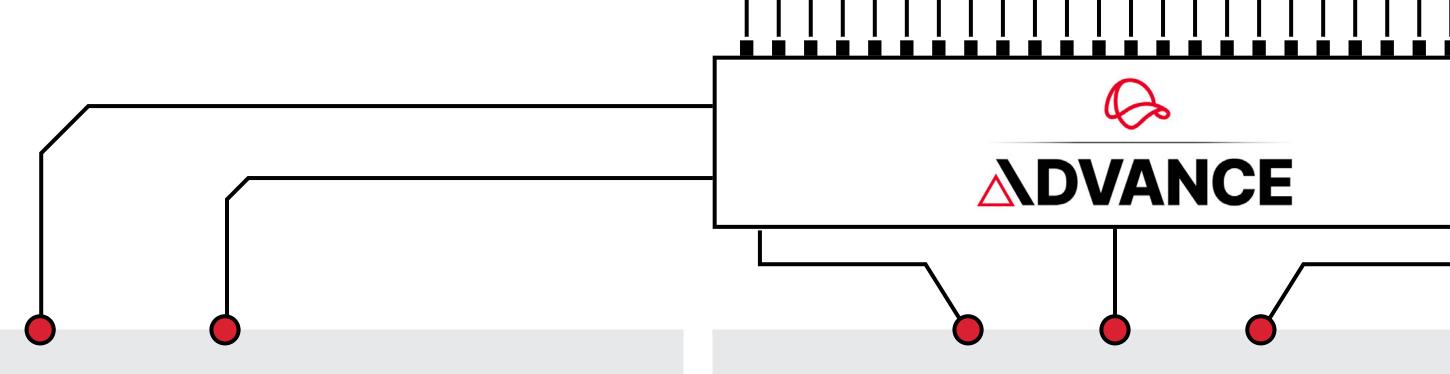




## Operational Excellence

### **A Data Led Business**





#### **BUSINESS INTELLIGENCE:**

- Built an enterprise cloud data warehouse to serve reporting requirements using best of breed tools
- Deployed Tableau as enterprise reporting tool replacing static/manual reports
- Over 450 reports across all business verticals with >20 000 monthly views

#### AI/MACHINE LEARNING

- Built and deployed automated engines for critical merchandise processes:
- Re-platformed merchandise pick engine reducing run time by over 10 times
- Less manual tasks and more time dedicated to strategic decisions
- Increased data accuracy informing fashion calls
- Improved markdown management efficiency
- Best in class sales and market share forecasting
- Detailed item level reporting
- Enhanced synchronisation into supply chain

#### **ROBOTIC PROCESS AUTOMATION:**

- Focussed on automating tasks within Shipping, Property and Shared Services
- Saved over 1 600 work days in FY2024 through Bot Automation

## Operational Excellence



#### **ACQUISITION INTEGRATION PROGRESS**



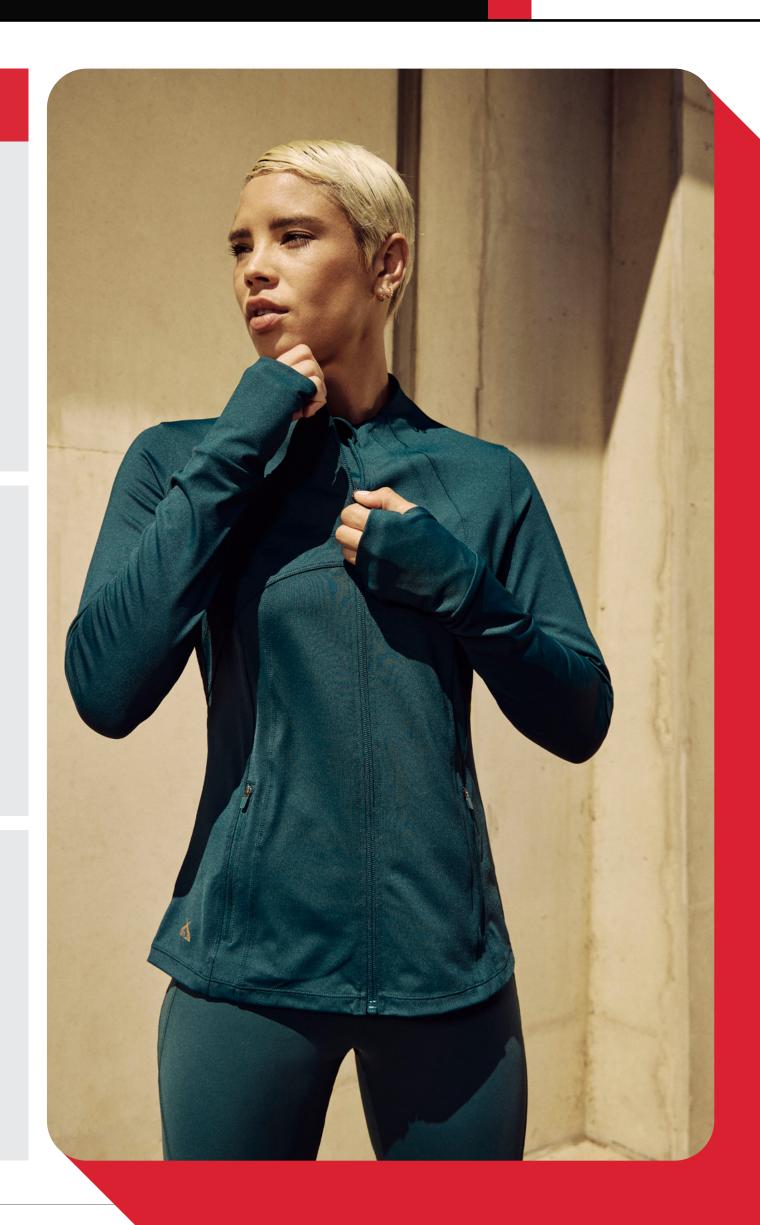
- Progressed integration of People related functions
- High Jump Warehouse Management system implemented
- Aligns to group supply chain blue print
- Enables future growth
- Leverages lower cost to serve

#### YUPPIECHEF

- Appointment of Managing Director with extensive merchandise planning background
- Implementing planning system to enable extended merchandise assortment
- Continue omni-channel journey support by group's support centres



- Financial reporting integration
- Project underway to review areas of skills exchange and value extraction in people, supply chain, technology, marketing, e-commerce and resourcing



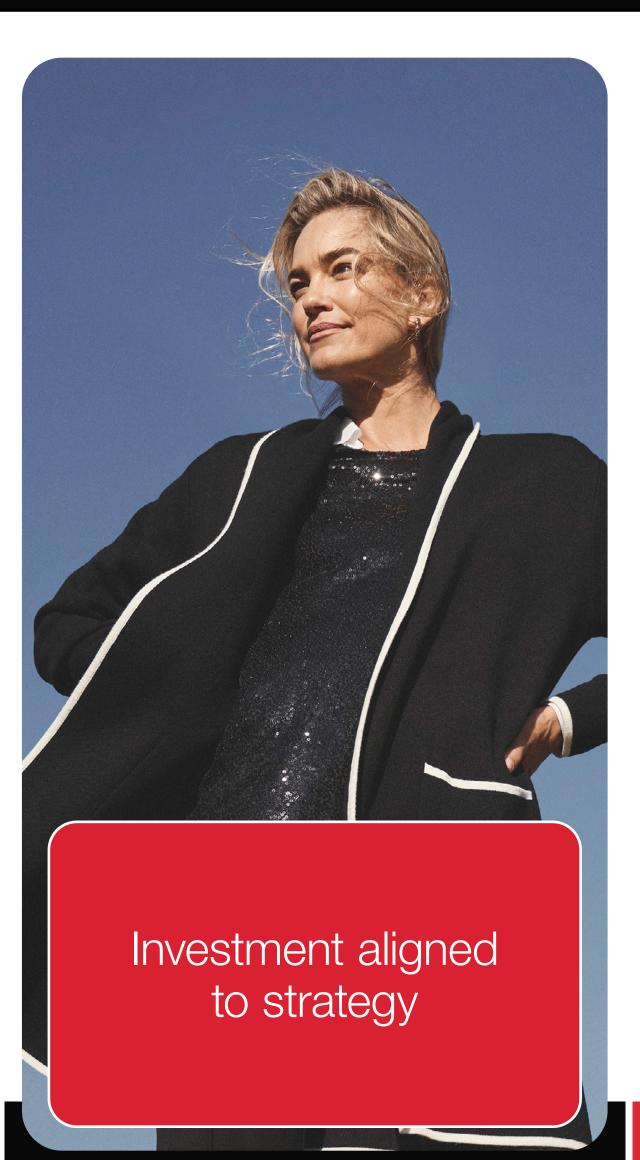
# Top Quartile Returns

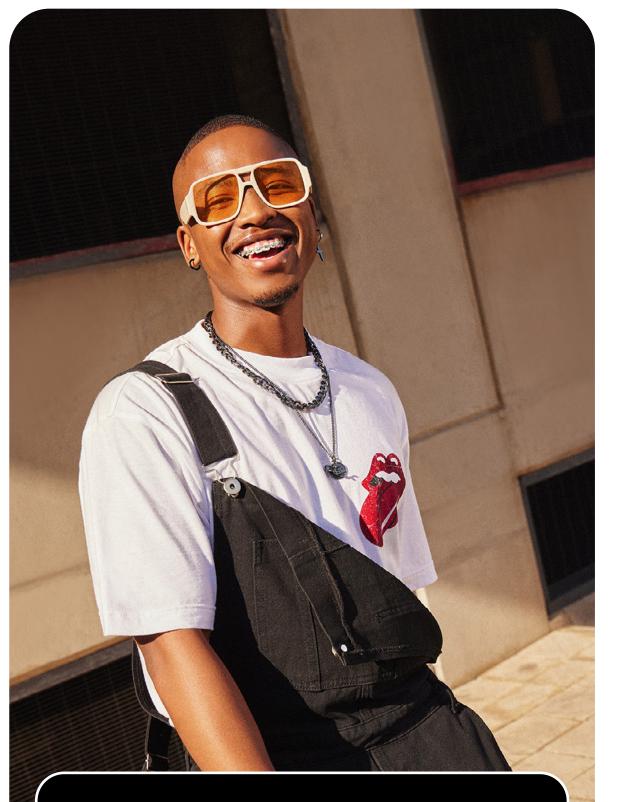
## **Capital Allocation**



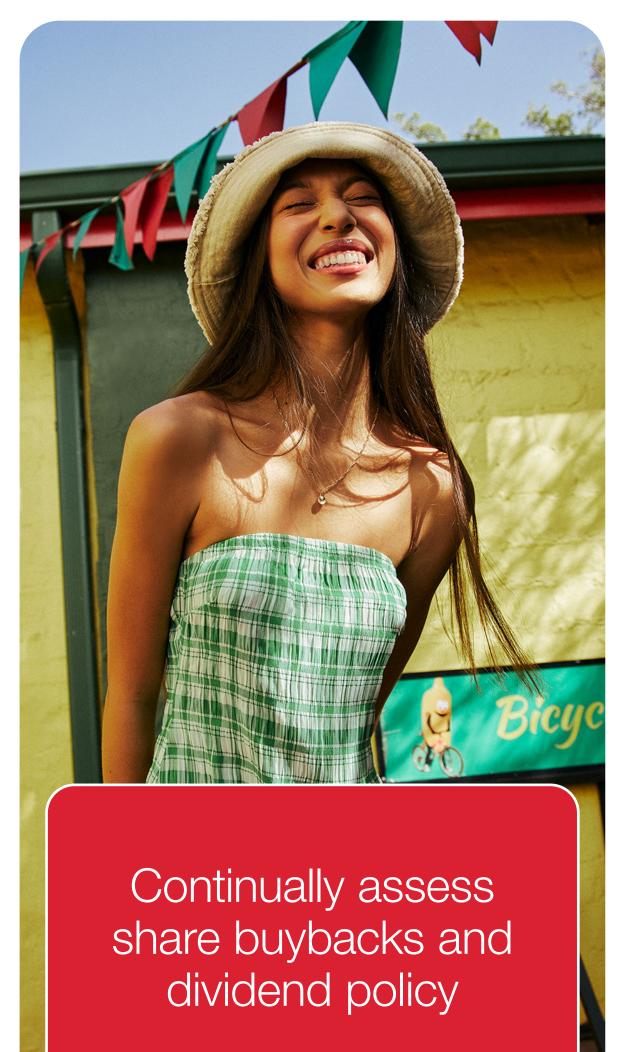


Stronger cash generation - improved trading performance and working capital





Allocate cash to highest return opportunities

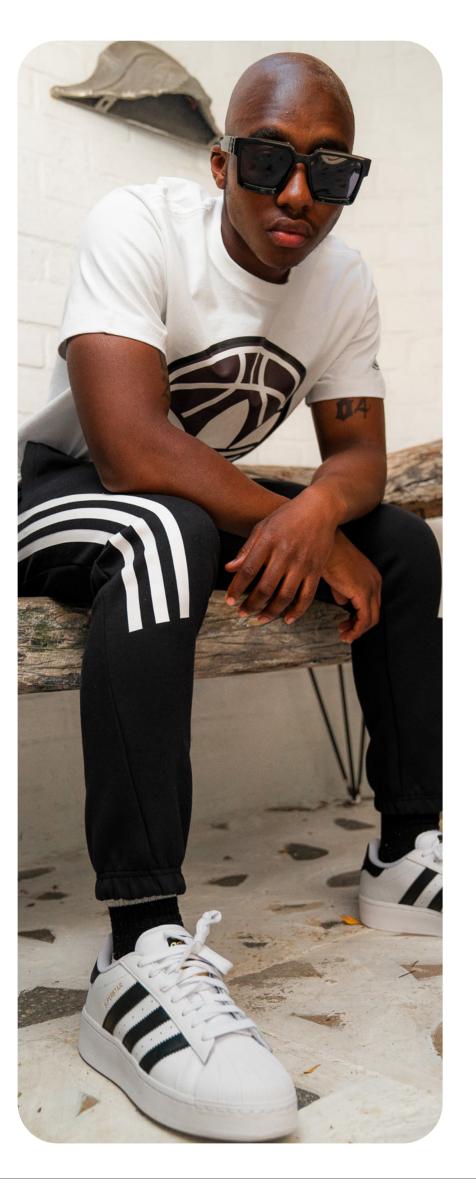


# Top Quartile Returns

## Leading Metrics



Key operating metrics	FY2024	FY2023	Medium-term target	
RETURNS				
ROE	23.3%	24.8%	24% - 26%	
ROA	11.7%	12.5%	12% - 14%	
Dividend payout ratio	63.0%	63.0%	63.0%	
CASH GENERATION				
Cash conversion ratio	86.9%	82.0%	>80.0%	
Stock turn	3.1x	3.4x	>4.0x	
PROFITABILITY				
Gross profit	39.7%	39.5%	40% - 42%	
Expenses/RSOI*	27.3%	26.3%	<28%	
Operating margin	14.0%	15.1%	13% -15%	
GEARING				
Debt: Equity <sup>^</sup>	0.93	1.07	Accretion considered	



## Outlook



- Subdued trade in April and May FY2025
  - Contraction in economy: Q1 2024
  - School holiday shift: April into March
  - Late onset of winter

Group continued to increase market share in April +80bps

- June performing strongly with arrival of winter
  - Group sales growth Q1 FY2025 to date

+4.4% (base 17.7%) at improved gross margin

- Consumer relief in H2:
  - Closing loopholes currently available to global ecommerce players
  - Moderating inflation, decreasing interest rates, consumers accessing funds from retirement savings (two pot system)
  - Potential further improvement in USD/ZAR exchange rate; dependent upon outcome of Government of National Unity negotiations
- Focus on inventory management
  - Exit winter as clean as possible
  - Increased lead times for imported merchandise due to port disruptions
- Forecast capital expenditure of ~R1bn (includes ~200 new stores = ~5% space growth)
- Extreme focus on our existing business, well positioned for an improved consumer environment

# Appendix





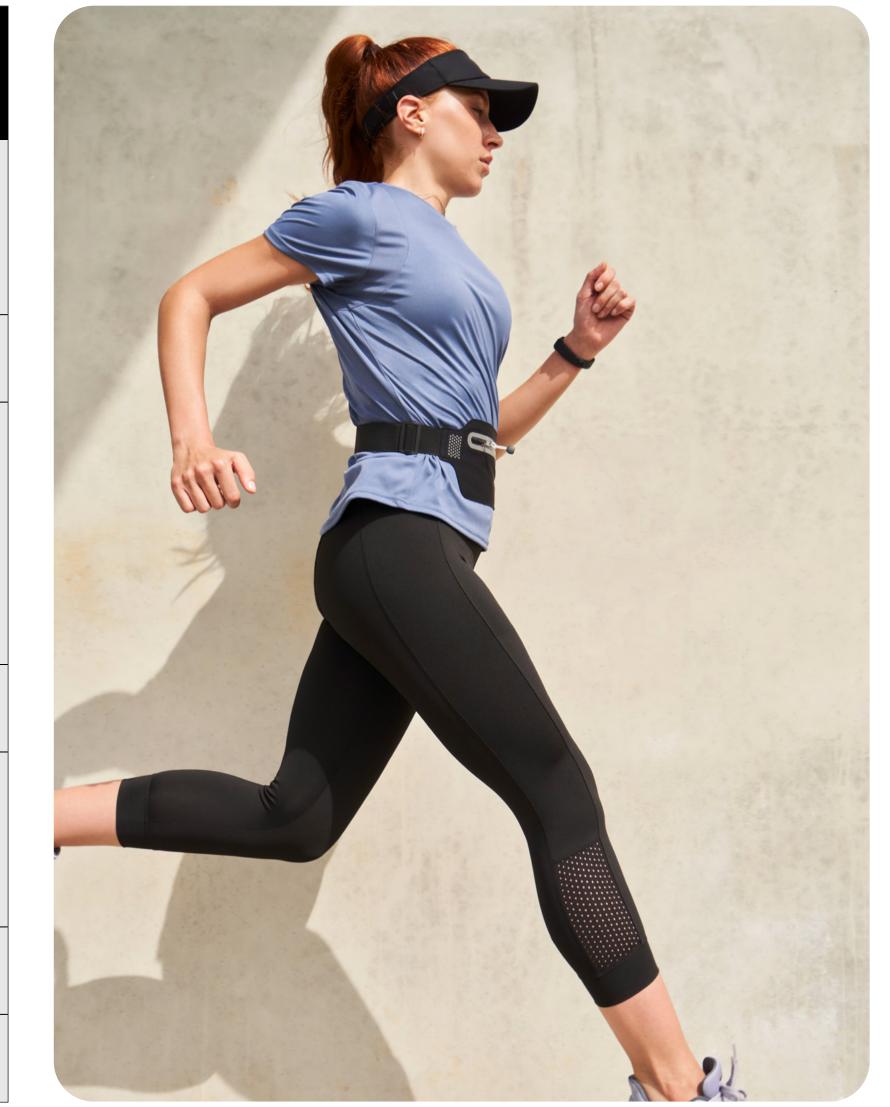
# Space Growth

Divisions		Store M	ovements		Closing stores	W.avg net growth (m²)
<b>⊘</b> mr price	129	36			630	4.0%
MILADYS	3 4 1	14			266	0.9%
	2 6 8				175	2.0%
(5 trading chains)	23		88		890	116.6%
POWER	2 3	35			295	18.4%
	3 5 5	16			229	5.0%
sheet•street	5 2 1 5				354	1.9%
YUPPIECHEF	6				20	77.9%
	1	30			41	288.5%
	Total store movements		Total	Net growth		
Stores	40	19	19	238	2 900	16.0%
	Closures	Reductions	Expansions	New Stores		

# Earnings & Dividend Per Share



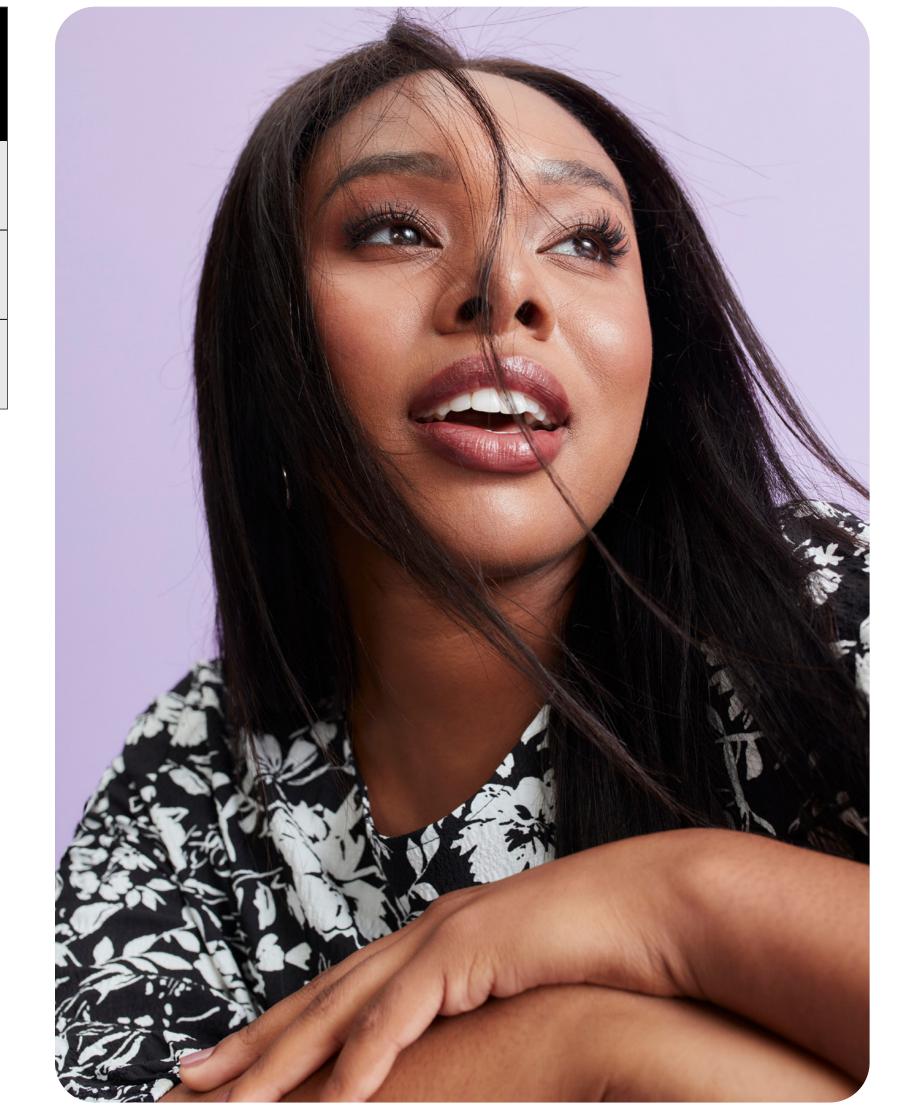
	FY2024	FY2023	% Growth
Profit attributable to shareholders (R'm)	3 280	3 115	5.3%
W. Avg shares in issue (000)	257 016	257 274	
Basic earnings per share	1 276.2c	1 210.7c	5.4%
Addbacks (R'm)	26	(13)	
Headline earnings (R'm)	3 306	3 102	6.6%
Headline earnings per share	1 286.2c	1 205.7c	6.7%
Shares for diluted earnings (000)	263 903	263 234	
Diluted headline earnings per share	1 252.6c	1 178.4c	6.3%
Dividend per share	810.3c	759.6c	6.7%



# EBITDA Reconciliation



	FY2024	FY2023	% Growth
Profit from operating activities	5 307	4 920	7.9%
Total depreciation & amortisation	2 919	2 326	25.5%
EBITDA	8 226	7 246	13.5%



## Group Sales Growth Drivers



#### Geography **Tender Type** RSA Rest of Africa Cash Excl S88: 7.0% Credit +18.3% +15.5% $+25.4^{\circ}$ +1.7% Cash 92.2% 7.8% 88.9% 11.1% % of sales % of sales % of sales % of sales Excl S88: 4.8% Bricks Units Online inflation of sales +16.6% -2.2% +12.2% +3.8% 2.1% 97.9% % of sales FY2024 % of sales Merchandise Channel

## Rest of Africa



Total % of group sales
------------------------

FY2023 7.2% FY2024 7.8%

### No. of stores

Corporate owned stores 235
Franchise 8

### Sales growth (ZAR)

FY2024
Excluding S88: **10.1%** 

+25.4%

