

15 January 2015

Bonmarché Holdings plc
(“Bonmarché” or the “Company”)

TRADING UPDATE

Bonmarché, one of the UK’s largest women’s value retailers, presents its trading update for the 13 week and 39 week periods ended Saturday 27 December 2014.

Headline LFL sales increased by 3.8% for the 13 weeks, bringing the figure for the year so far to 6.4%. Combining online sales growth with the LFL figure, raises the quarter’s figure to 5.8% and the figure for the year so far to 8.6%. We summarise the figures in the table below.

	Store only LFL % change	Online only sales % change	LFL stores + online % change	Total sales % change
Q3 13 weeks ended 27 December 2014	3.8%	34.9%	5.8%	9.1%
December 5 weeks ended 27 December 2014	3.9%	41.3%	6.1%	10.0%
Year to date 39 weeks ended 27 December 2014	6.4%	44.4%	8.6%	10.9%

At the end of December 2014, Bonmarché traded from 282 stores and online (2013: 264 stores and online).

Outlook

The Company’s financial position remains sound and the Board’s expectations for the full year are unchanged.

Beth Butterwick, Chief Executive Officer of Bonmarché, said:

“We are satisfied with Bonmarché’s Q3 performance in a challenging, promotionally-driven market. Gross margins remained under pressure, but we continued to make positive LFL sales gains. Much of the challenge in the clothing market was due to the prolonged mild weather, which began in September and continued until mid-December.

The Board believes that the year’s performance will be in line with its expectations.”

- Ends -

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Notes to Editors:

Bonmarché is one of the UK's largest women's value retailers, focused on selling stylish, affordable, premium quality clothing and accessories in a wide range of sizes for women over 50 years old, via its own store portfolio, website, mail order catalogues and through the Ideal World TV shopping channel. Established in 1982, Bonmarché has more than 30 years of experience in this growing market segment, operating across the UK.