

16 January 2014

**Bonmarché Holdings plc**  
**("Bonmarché" or the "Company")**

**TRADING STATEMENT**

Bonmarché, one of the UK's largest women's value retailers, presents its trading update for the quarter (13 weeks) ended Saturday 28 December 2013.

We are pleased to report continued growth for the quarter, in line with our expectations. Headline LFL sales increased by 4.7% for the 13 weeks, with 6.0% growth for the 5 week period ending 28 December. Combining online sales growth with the LFL figure, raises the quarter's figure to 7.0% and December's to 8.4%. We summarise the figures in the table below.

	Store only LFL% change	Online only sales % change	LFL stores plus online % sales change	Total sales % change*
13 weeks ended 28 December 2013	4.7%	60.6%	7.0%	6.3%
5 weeks ended 28 December 2013	6.0%	70.3%	8.4%	7.6%

\*The average number of stores open during the quarter ended 28 December 2013 was lower than in the comparative period in 2012. As a consequence, the combined LFL plus online sales growth is higher than the total sales growth. At 28 December 2013, Bonmarché traded from 264 stores/concessions.

**Beth Butterwick, Chief Executive Officer of Bonmarché, said:**

"I am encouraged by our recent trading performance. The improvements in our autumn/winter ranges are a result of us listening to, and acting upon, all customer feedback. In particular, I am delighted with our multi-channel growth. This is a result of investments we have made in improving the on-line shopping and fulfilment experiences, allowing customers to 'shop their way'. This progress is evidence that the mature customer is embracing a combination of shopping channels."

- Ends -

**For further information regarding Bonmarché, please call:**

**Bonmarché Holdings plc**

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**Notes to Editors:**

Bonmarché, one of the UK's largest women's value retailers, focused on selling affordable, stylish, 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, the Bonmarché business has more than 30 years of experience in this growing market segment, operating across the UK.