

31 July 2014

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 period ended 28 June 2014.

We are pleased to report strong growth for the first quarter. Headline LFL sales increased by 13.5% for the 13 weeks. Combining online sales growth with the LFL figure, raises the quarter’s figure to 15.8%. Total sales growth for the period was 16.9%. 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 June 2014	13.5%	53.5%	15.8%	16.9%

*The average number of stores/concessions open during the quarter was 267. At 28 June 2014, Bonmarché traded from 268 stores/concessions.

Financial position and 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 have made a good start to the new financial year and the spring/summer ranges have sold well - we are pleased at the response of customers to our improved offering. Our new store/concession opening programme has also begun well and is on track. The good weather enjoyed during the Q1 period has had a beneficial impact on sales, although at this early stage we are not altering our expectations for the current financial year.”

- Ends -

For further information regarding Bonmarché, please call:

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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.