

10 April 2015

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

TRADING UPDATE

Bonmarché, one of the UK’s largest women’s value retailers, presents its trading update for the 13 and 52 week periods ended Saturday 28 March 2015.

Sales for the year ending 28 March 2015 increased by 8.7%. LFL sales increased by 4.0%, 6.0% including online. For the 13 weeks ending 28 March 2015, total sales grew by 0.9%. LFL sales declined by 4.7%, 3.3% including online. The comparable figures for the fourth quarter last year were +13.5% for LFL stores only, and +16.3% for LFL stores plus online. 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 March 2015	(4.7%)	14.5%	(3.3%)	0.9%
52 weeks ended 28 March 2015	4.0%	36.9%	6.0%	8.7%

At 28 March 2015, Bonmarché traded from 292 stores/concessions (29 March 2014: 263).

FY15 expectations

The board is satisfied with the current year’s performance, and anticipates that the outcome will be in line with its expectations. The Group’s financial position is sound, and we enter the new financial year with a strong balance sheet.

Beth Butterwick, Chief Executive Officer of Bonmarché, said:

“This has been a year of contrasts. A strong performance in the first half was supported by good summer weather, however the mild autumn created more difficult trading conditions in the second half of the year. Against this backdrop, we expect to report solid profit growth. During the second half of the year in particular, the loyalty of our core customers and our ability to maintain a tight control on costs have been key strengths. I am also pleased that through the targeted use of promotions and discounts, the terminal stock holding at the end of the year was almost as low as it was last year, despite the increase in stores.

We remain focussed on implementing our strategy and I look forward to providing an update on our progress when I present our preliminary results on 12 June”

- 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.