

30 July 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 period ended 27 June 2015.

Sales for the quarter ended 27 June 2015 increased by 3.8%. LFL sales declined by 1.7%, against a comparable figure of +13.5% for the first quarter last year. We summarise the figures in the table below, and include for reference the corresponding figures for the previous quarter and last year.

	Store only LFL% change	Online only sales % change	LFL stores plus online % sales change	Total sales % change*
13 weeks ended 27 June 2015	(1.7%)	11.4%	(0.7%)	3.8%
<i>Comparable figures for prior quarter:</i>				
13 weeks ended 28 March 2015	(4.7%)	14.5%	(3.3%)	0.9%
<i>Comparable figures for last year:</i>				
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 294. At 27 June 2015, Bonmarché traded from 295 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 solid start to the new financial year. Our LFL run rate shows an improvement compared to the previous quarter, despite inconsistent spring & early summer weather. We continue to make progress with the execution of our strategic initiatives. We are listening to our customers’ feedback, based on which, our plans will evolve. At this early stage the Board remains confident of achieving its expectations for the year.”

- 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.