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19 October 2015

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

First Day of Dealings

The Company is pleased to announce that its entire issued ordinary share capital consisting of 50,018,150 ordinary shares of one pence each ("Ordinary Shares") has been admitted to the premium segment of the official list of the Financial Conduct Authority and to trading on the London Stock Exchange's Main Market for listed securities (together "Admission") at 8.00 a.m. today. Trading in the Company's Ordinary Shares on the AIM market of the London Stock Exchange has today been cancelled.

The Company's TIDM will continue to be BON, with an ISIN of GB00BF8H6F45 and SEDOL number of BF8H6F4.

The prospectus published by the Company on 18 September 2015 in connection with the Admission can be found at: www.bonmarcheplc.co.uk.

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