

15 January 2016

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 and 39 week periods ended Saturday 26 December 2015.

Sales for the quarter ended 26 December 2015 increased by 3.4%, and store LFL sales declined by 1.3%. Sales for the 39 weeks ended 26 December 2015 increased by 5.3% and store LFL sales increased by 0.8%. The table below summarises the figures and for reference includes the figures previously published for the first two quarters of the current financial year.

	Store only LFL% change	Online only sales % change	LFL stores + online % change	Total sales % change
Q1 - 13 weeks ended 27 June 2015	(1.7%)	11.4%	(0.7%)	3.8%
Q2 - 13 weeks ended 26 September 2015	6.1%	(3.6%)	5.4%	9.4%
Q3 - 13 weeks ended 26 December 2015	(1.3%)	3.9%	(0.8%)	3.4%
December - 5 weeks ended 26 December 2015	(2.7%)	(2.4%)	(2.7%)	1.7%
Year to date - 39 weeks ended 26 December 2015	0.8%	4.1%	1.1%	5.3%

At the end of December 2015, Bonmarché traded from 310 stores and online (2014: 282 stores and online).

Outlook

The Company’s financial position remains sound and the Board’s expectations for the full year are in line with the guidance issued on 16 December 2015.

Beth Butterwick, Chief Executive Officer of Bonmarché, said:

“As noted in our announcement on 16 December 2015, trading conditions during November and December were very challenging and as a result, the Board revised its profit expectations for the current financial year. In the short period since Christmas, demand has trended towards more normal levels. The Board’s view of the expected outcome for the year is unchanged and it therefore reiterates its expectation that the PBT will be within the range of £10.5m to £12.0m.”

- 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.