The environment

It remains tough out there!

South Africa

• Negative consumer confidence
• CPI range-bound but Food inflation soon to increase – exacerbated by SA’s worst drought since 1982
• Manufacturing & Construction remain weak, with associated job losses
• Rand falls to weakest ever level

Africa

• Economies affected by double-dip of lower Commodities’ prices and US$ strength
• Our basket of currencies weakened further since June ‘15
• Hard-currency payments restricted in some countries
• But long-term potential remains intact
Our environment

Trust our model. Superb execution. Be patient and measured.

- Sales performances volatile. Mid-month quiet
- Group’s week-45 sales growths at similar levels to those in week 33, despite lower sales inflation
- Encouraging recent sales recoveries in Game SA and Masscash Wholesale
- Focus on offering customers value & innovation
- Stock availability and pricing critical
- Watching costs and capital expenditure
- Likely 2015 Christmas sales performance? Volatility & weak macro-economics suggest a range of outcomes but, absent any major shock, should approximate current sales levels
Sales performance
Strong sales growth in challenging environment

Comparable sales improving slightly

<table>
<thead>
<tr>
<th></th>
<th>Total sales</th>
<th>Comparable sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>9.1%</td>
<td>6.9%</td>
</tr>
<tr>
<td>33 weeks</td>
<td>8.7%</td>
<td>6.8%</td>
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<tr>
<td>45 weeks</td>
<td>8.7%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

H1: Half-year
Total sales
Comparable sales
Sales – 45 weeks to 8 November 2015

Real comparable volume growth of 3.9%

<table>
<thead>
<tr>
<th></th>
<th>% growth</th>
<th>Comparable % sales growth</th>
<th>Estimated % sales inflation</th>
<th>Real comparable volume growth</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>8.7</td>
<td>7.0</td>
<td>3.1</td>
<td>3.9</td>
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<tr>
<td>Massdiscounters</td>
<td>9.2</td>
<td>4.3</td>
<td>1.6</td>
<td>2.7</td>
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<tr>
<td>Masswarehouse</td>
<td>10.1</td>
<td>10.1</td>
<td>3.5</td>
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<tr>
<td>Massbuild</td>
<td>11.8</td>
<td>8.4</td>
<td>4.2</td>
<td>4.2</td>
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<tr>
<td>Masscash</td>
<td>6.0</td>
<td>5.6</td>
<td>3.1</td>
<td>2.5</td>
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</tbody>
</table>

8.2% Rest of Africa sales
91.8% SA sales
SA sales growth – holding well

<table>
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<td>8.7%</td>
<td>7.3%</td>
</tr>
<tr>
<td>33 weeks</td>
<td>8.4%</td>
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</tr>
</tbody>
</table>
Foreign currency

Impacts the financials in different ways

We are affected in three ways by movements in foreign exchange rates:

- Lower reported Rand profits as a result of currency weakness. This impact is not calculated or separately reported.

- Higher costs of inventory – including impact of hedging – as a result of currency weakness. This impact ends up in Cost of Sales and is not separately reported.

- Unrealised translation losses from non-domestic net assets – this is the forex loss (or gain) in the I/S. And w.e.f. March ‘15 we’ve changed the accounting for this and so less of the adjustment will now be in the I/S.
Foreign exchange movement Dec ‘14 - Oct ‘15

Average African currency rate
Africa growth

Underlying demand is holding

- Africa remains a tough trading environment
- Total Africa sales growth of 11.1% and Rand comparable sales growth of 3.5%
- Underlying local currency sales are strong but impacted by FX movements
- Different countries’ performances with SADC doing better than West Africa
Today’s agenda

• Focus on innovation – merchandise, in-store execution, private label, Christmas, etc.

• Andrew Jackson, Game Gen Merch director, update on their customer & merchandise journey

• We’re visiting:
  • Makro Woodmead
  • DionWired Woodmead
  • Builders Warehouse Rivonia
  • Will meet respective Merchandise directors in each store