

HOLDSPORT LIMITED

Registration number: 2006/022252/06

Share code: HSP

ISIN : ZAE000157046

("Holdsport" or "the company")

SALES UPDATE FOR THE 5 MONTHS ENDED 31 JANUARY 2016

Holdsport shareholders are advised that total sales for the five months ended January 2016 ("the period") increased by 12.3% compared to the corresponding period last year with sales for comparable stores increasing by 9.2% over the period.

Total (and comparable) sales growths for each division for the five-month period were as follows:

- Sportsmans Warehouse sales increased by 15.7% (13.1% comparable);
- Outdoor Warehouse sales increased by 2.6% (comparable sales reduced by 2.3%);
- Performance Brands total sales increased by 20.7% and external sales increased by 10.6%.

Weighted retail trading space increased by 5.3% relative to the prior corresponding period and the retail divisions experienced price inflation of approximately 7.3% for the period.

The financial information provided has neither been reviewed nor reported on by the external auditors.

Holdsport is expected to release its results for the year ended 29 February 2016 on or about 4 May 2016.

Cape Town

9 February 2016

Sponsor: UBS South Africa (Pty) Ltd