

HOLDSPORT LIMITED

Registration number: 2006/022252/06

Share code: HSP

ISIN : ZAE000157046

("Holdsport" or "the company")

SALES UPDATE FOR THE FOUR MONTHS ENDED 31 DECEMBER 2016

Holdsport shareholders are advised that total sales for the four months ended December 2016 ("the period") increased by 5.0% compared to the corresponding period last year with retail sales for comparable stores decreasing by 0.7% over the period.

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

- Sportsmans Warehouse sales increased by 0.5% (comparable sales reduced by 2.3%);
- Outdoor Warehouse sales increased by 8.4% (4.3% comparable);
- The wholesale division's total sales increased by 46.7% and external sales increased by 110.8%.

Weighted retail trading space increased by 4.4% relative to the prior corresponding period and the retail divisions experienced price inflation of approximately 8.5% 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 28 February 2017 on or about 5 May 2017

Cape Town

17 January 2017

Sponsor: UBS South Africa (Pty) Ltd