

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 2015

Holdsport shareholders are advised that total sales for the five months ended January 2015 ("the period") increased by 10.5% compared to the corresponding period last year. Retail sales increased by 10.7% with sales for comparable stores increasing by 9.4% over the period.

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

- Sportsmans Warehouse sales increased by 9.0% (8.5% comparable);
- Outdoor Warehouse sales increased by 16.1% (12.3% comparable);
- Performance Brands total sales increased by 14.9% and external sales increased by 1.8%.

Retail trading space increased by 1.7% relative to the prior corresponding period and the retail divisions experienced price inflation of approximately 7.6% 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 2015 on or about 8 May 2015.

Cape Town

10 February 2015

Sponsor: UBS South Africa (Pty) Ltd