

HOLDSPORT LIMITED

Registration number: 2006/022252/06

Share code: HSP

ISIN : ZAE000157046

("Holdsport" or "the company")

SALES UPDATE FOR THE 4 MONTHS ENDED 31 DECEMBER 2013

Holdsport shareholders are advised that total sales for the four months ended December 2013 ("the period") increased by 1.8% compared to the corresponding period last year. Retail sales increased by 2.8% with sales for comparable stores increasing by 0.8% over the period.

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

- Sportsmans Warehouse sales increased by 3.6% (2.6% comparable);
- Outdoor Warehouse sales increased by 0.5% (decreased by 4.1% comparable);
- Performance Brands total sales decreased by 2.0%.

Retail trading space increased by 5.5% relative to the prior corresponding period and the retail divisions experienced price inflation of approximately 6.9% 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 2014 on or about 12 May 2014.

Cape Town

22 January 2014

Sponsor: UBS South Africa (Pty) Ltd