

# MISSION

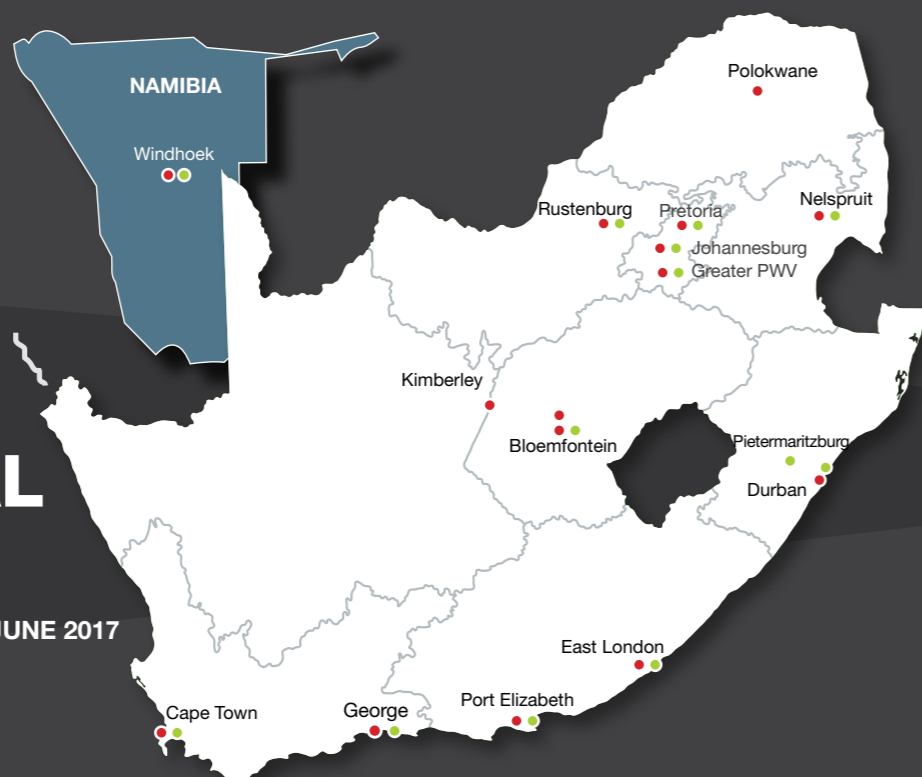
To be a credible, world-class retailer of sports- and outdoor-related equipment, apparel and footwear that generates superior returns by:

- Providing the widest range of unique, innovative quality product
- Offering service excellence
- Providing a dynamic customer-orientated store environment and impressive online experience

Holdspport sustains its credibility through ongoing training and development of staff.

# OPERATIONAL FOOTPRINT

AS AT THE DATE OF THIS REPORT, 20 JUNE 2017



CAPE TOWN	PRETORIA	JOHANNESBURG	GREAT GAUTENG – PWV	DURBAN
<ul style="list-style-type: none"> <li>■ Rondebosch</li> <li>■ Tokai</li> <li>■ Canal Walk</li> <li>■ Bellville</li> <li>■ Somerset West</li> <li>■ Parklands</li> <li>■ Sea Point</li> </ul>	<ul style="list-style-type: none"> <li>■ Centurion</li> <li>■ Atterbury</li> <li>■ Zambezi Drive</li> <li>■ Pretoria East</li> <li>■ Woodlands</li> <li>■ Menlyn</li> </ul>	<ul style="list-style-type: none"> <li>■ East Rand</li> <li>■ Cresta</li> <li>■ Park Meadows</li> <li>■ The Glen</li> <li>■ Westgate</li> <li>■ Fourways</li> <li>■ Modderfontein</li> <li>■ Woodmead</li> <li>■ Struben's Valley</li> <li>■ Boksburg</li> <li>■ Mall of Africa</li> </ul>	<ul style="list-style-type: none"> <li>■ West Rand (West Rand Crossing)</li> <li>■ Witbank</li> <li>■ Klerksdorp</li> <li>■ Vanderbijl Park</li> <li>■ Alberton</li> <li>■ Secunda</li> </ul>	<ul style="list-style-type: none"> <li>■ Hillcrest</li> <li>■ Pavilion</li> <li>■ Gateway</li> <li>■ Springfield</li> <li>■ Pietermaritzburg</li> </ul>

Sportsmans Warehouse  
Outdoor Warehouse

# BUSINESS OFFERING

**Sportsmans Warehouse** is positioned to support the needs of all sporting enthusiasts, from the beginner to competitive participants.

Sportsmans Warehouse operated 38 stores across South Africa at year-end and one store in Windhoek, Namibia.

The chain offers a broad range of sports equipment, footwear and apparel and caters for all of the major South African team and individual sports. It offers all the major brands and a number of its own private label products.

The chain increased sales by 4.4% (like-for-like 2.1%) and operating profit reduced by 4.4% from last year. Sportsmans opened two new stores and expanded one store.

**"Winning starts here!"**

**Outdoor Warehouse** assists its customers to prepare

**"for every adventure!"**

The chain sells a wide range of outdoor and camping equipment, apparel and related merchandise for adventure activities and is focused on camping, hiking, off-road and general open-air recreation.

Outdoor Warehouse had 23 stores throughout South Africa and one in Namibia at year-end and increased sales by 4.5% from last year. Like-for-like store sales increased by 0.6% and operating profit decreased by 8.3% from last year.

The chain opened one new store during the year, relocated one store and expanded one store.

The **Wholesale Division** is a multi-brand designer, manufacturer, sourcer and wholesaler of technical apparel and equipment. Its portfolio includes the iconic First Ascent and Capestorm brands and specialised cycling equipment by BBB.

Holdspport acquired two businesses during the year which enhance its manufacturing and customised design capabilities and added swim and technical sportswear by Second Skins and outdoor safari apparel by African Nature to the wholesale offering.

The company's products are distributed nationally through independent outlets as well as Holdspport-owned stores. The division's total sales increased by 25.8%, with sales to external customers increasing by 54.9% from last year whilst internal sales to Outdoor and Sportsmans Warehouse increased by 11.1%. Operating profit decreased by 59.6%, mainly due to a large foreign exchange loss.

