



Company announcement 34 Allerød, 7 January 2014

Trading update for Q3 2013/14

In this trading update, Matas A/S provides an update on revenue performance in the third quarter of the 2013/14 financial year, which includes the Christmas trade. The update also includes a comment on earnings in October and November 2013.

The good performance continued in the third quarter of 2013/14, and our guidance for revenue and earnings for the full year 2013/14 is retained.

Total revenue for Q3 2013/14 (three months ended 31 December 2013) was DKK 1,019 million, which was 6.6% higher than in the same period of 2012/13. The like-for-like growth rate for our own stores was 5.5% in Q3 2013/14. This brings the like-for-like growth rate for the first nine months of 2013/14 to 4.1%.

The EBIT margin achieved in October and November 2013 was in line with expectations. The figure for December 2013 is not yet available. A revaluation of Club Matas points capitalized on the balance sheet is expected to have a small negative effect on the EBIT margin in Q3 2013/14.

The date of release of the interim report for Q3 2013/14 is still 21 February 2014.

Matas A/S

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About Matas

Matas is the largest health and beauty retailer in Denmark. Since its incorporation in 1949 as an association of independently owned stores, the company has developed a strong reputation for professional advice and customer service excellence that it has leveraged to establish one of the best-known retail chains in Denmark. Matas offers a distinctive one-stop retail concept which serves a broad range of health, beauty, household and personal care needs. The company has more than 2,400 employees and in the financial year 2012/13, revenue amounted to DKK 3,200 million.

Matters discussed in this communication may constitute forward-looking statements. Forward-looking statements are statements (other than statements of historical fact) relating to future events and anticipated or planned financial and operational performance and can be identified by words such as "targets", "believes", "expects", "aims", "intends", "plans", "seeks", "will", "may", "might", "anticipates", "would", "could", "should", "continues", "estimate" or similar expressions. The forward-looking statements in this communication are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although Matas A/S believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this communication by such forward-looking statements.

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