

COMPETITIVE ADVANTAGE THROUGH SCALE BENEFITS

UNAUDITED RESULTS* FOR THE SIX MONTHS ENDED 31 DECEMBER 2014

* Extracted financial information from the unaudited results for the six months ended 31 December 2014.

Steinhoff International is an integrated retailer which manufactures, sources and retails furniture and household goods



Salient features	31 Dec 2014	31 Dec 2013	% change
Revenue (Rm)*	64 615	57 796	12
Operating profit (Rm)*	6 808	5 862	16
Headline earnings (Rm)*	6 036	4 350	39
Basic earnings per share (cents)*	251.5	232.6	8
Net asset value per share (cents)	4 045	3 756	8

* From continuing operations.
No dividend was declared during either period.

Revenue per segment	Percentage
Retail activities – International	52%
Retail activities – Africa	22%
MSL – International	24%
Properties	2%

MSL - Manufacturing, Sourcing, Logistics and Corporate Services.

Revenue per geographical region	Percentage
Continental Europe	63%
Southern Africa	26%
United Kingdom	8%
Pacific Rim	3%

Operating profit before capital items per segment	Percentage
Retail activities – International	38%
Retail activities – Africa	5%
MSL – International	31%
MSL – Africa	3%
Properties	23%

Non-current assets per geographical region	Percentage
Continental Europe	80%
Southern Africa	14%
United Kingdom	4%
Pacific Rim	2%

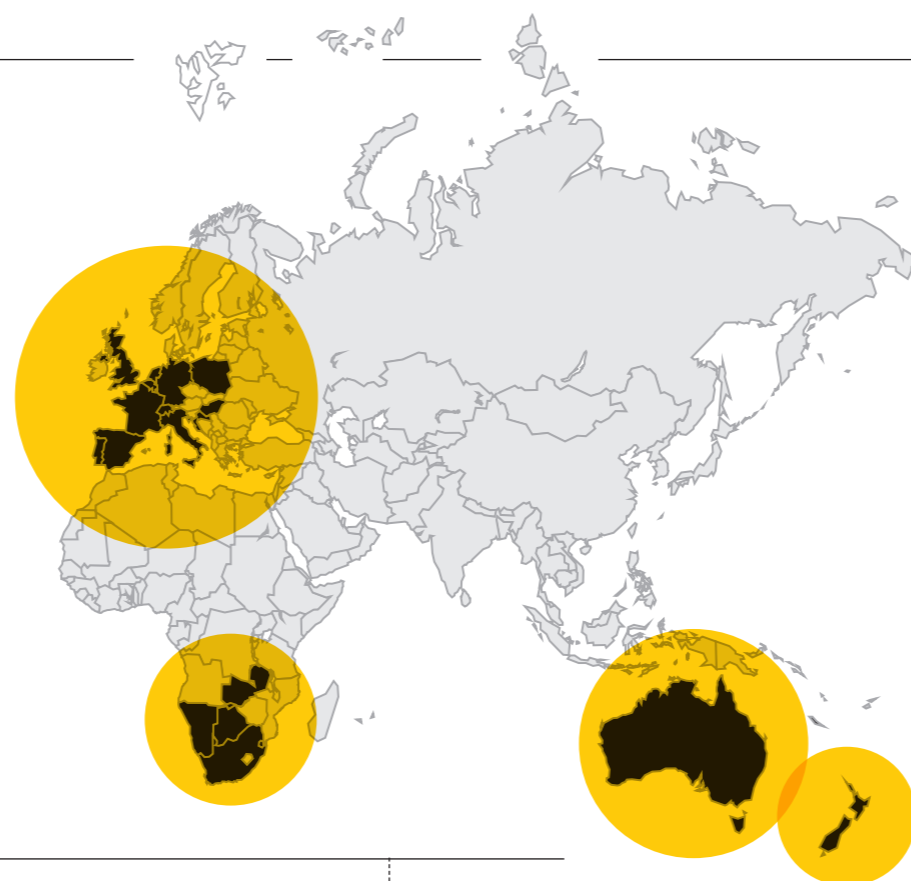
Total assets per segment	Percentage
Retail activities – International	50%
Retail activities – Africa	10%
MSL – International	10%
MSL – Africa	2%
Properties	28%

Revenue increases 12% to R65 billion*	Headline earnings improves 39% to R6 billion*	Headline earnings per share increase by 7% to 248 cents*	Net interest-bearing debt reduced 46% to R16 billion#	Pepkor transaction approved by shareholders
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* From continuing operations. # Compared to FY2014.

Steinhoff is the second largest* furniture and household goods retailer in Europe

* Möbelmarkt 2014



“Our growth has been largely supported by our continuous investment in the discount retail market and scale advantages from our integrated supply chain”

MARKUS JOOSTE, CEO

INCREASED GROWTH TRAJECTORY

The group continues to benefit from the growth generated within the discount and value market segments that it operates in. It remains competitive on price, owing to the well-established supply chain that is continuing to provide price advantages supported by well-established infrastructure and increased scale. The e-commerce strategy is proving successful and the group remains committed to mirror its in-store market share online. The investment in new stores, new concept stores and refurbishing of existing store base has continued during the period and is expected to further support growth.

The Pepkor acquisition is expected to be completed before the end of this financial year. This acquisition will increase the group's growth trajectory by enabling the group to expand its footprint and product offering in the growing value discount market. In addition, the supply chain of the combined group will benefit from the additional scale and expertise, especially in the many territories where the combined group's retail footprint and sourcing operations overlap.

About this short form

The directors accept responsibility for this short-form announcement of results (“this announcement”). It should be noted that this announcement is a summary of the information that appears in the detailed announcement and therefore does not contain full or complete details.

Any investment decisions by investors and/or shareholders should be based on the information in the full announcement.

The detailed announcement has been published on SENS and on the group's website on www.steinhoffinternational.com, and is available for inspection at the registered office of the company and the offices of the sponsor,

free of charge to shareholders and/or investors, during office hours (09:00 – 17:00) from Monday to Friday.

Copies of the detailed announcement may be requested by emailing investors@steinhoff.co.za, or by telephoning Reina de Waal on 021 808 0700.

By order of the board

Steinhoff Africa Secretarial Services
Proprietary Limited
3 March 2015



MORE THAN 2 300 stores	RETAIL SPACE ±3 million m²	PURCHASING POWER €4 billion
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Operational review FOR THE SIX MONTHS ENDED 31 DECEMBER 2014

International operations

The group's international operations performed well, reporting market share gains and margin improvement in all countries of operation. The international retail operations continue to benefit from the group's growing purchasing power, group procurement initiatives and established infrastructure.

Retail activities: Household goods

The majority of the group's European retail operations are positioned in the discount and value market segments of the household goods market. These market segments continue to outperform the industry as a whole, supporting revenue growth and market share gains within the group's retail operations. In addition to price positioning, the group's country-specific national marketing strategies, and investment in its store network, resulted in further market share gains. During the period under review, revenue attributable to the group's international retail activities increased by 12% to

R41.1 billion (1H14: R36.7 billion).

Operating profit improved by 17% to R2.7 billion (1H14: R2.3 billion), mostly due to increased operating leverage and group procurement and logistics efficiencies.

Manufacturing, sourcing, logistics and corporate services

This division includes the group's global supply chain activities consisting of European manufacturing, the global sourcing operations, central logistics and corporate income such as royalties, rebates earned on purchasing volume, treasury and other income. The division increased revenues by 7% and operating profit by 8% as a result of increased efficiencies and good cost control.

African operations

The African operations are invested in three companies, independently listed on the Johannesburg Stock Exchange. Steinhoff has an 86% interest in JD Group Limited (JD), 45% in KAP Industrial Holdings Limited (KAP) and 18% in

PSG Group Limited (PSG). The investment in KAP is treated as an equity accounted investment and PSG as a minority investment. The JD operations are fully consolidated.

Retail activities: JD

JD's continuing operations reported revenue growth of 11% to R17.0 billion (1H14: R15.3 billion) while largely maintaining gross margins. Operating profit increased by 16% to R356 million compared to R306 million in the comparable period. The consumer finance business, excluding the insurance operations, is classified as discontinued operations and accounted for a loss of R1.5 billion.

KAP

KAP continued its strategy to strengthen its position as a market leader in the industries that it serves in Africa. Group revenue increased by 9% to R8.1 billion (1H14: R7.4 billion) while operating profit before capital items increased to R777 million (1H14: R720 million).