

PRESS RELEASE - Halle (Belgium), 31/07/2013, 17:45h CET - Regulated information - Trading update first three months financial year 2013/2014

**CONSOLIDATED REVENUE FIGURE
FOR THE FIRST THREE MONTHS OF FINANCIAL YEAR 2013/14**

**A consistent application of the lowest prices strategy leads to a further
growth in revenue and market share**

During the first three months of the reporting year 2013/14 (period from 01/04/2013 to 30/06/2013) the group recorded a consolidated revenue increase of 2.8% to EUR 2,108.5 million compared with EUR 2,051.7 million in the same period last year. The revenue figures of the different operational group segments are detailed in the table below.

The revenue of the retail activity of the group, mainly from the Colruyt stores, increased by 3.4% to EUR 1,604.0 million. By the end of June 2013, the retail segment in Belgium consisted of 231 Colruyt stores (the Luxembourg store included), 88 OKay stores and 8 Bio-Planet stores as far as food activities are concerned. The non-food activities comprised 53 non-food stores of the DreamLand group (2 of which are located in France). In France the food retail activities consist of 63 stores to date.

The consistent application of the lowest prices strategy remains highly appreciated by the customers of Colruyt Group, and this results in a further growth of our market share at the end of the reporting period. In the first quarter, revenue growth of the retail activity was however curbed by an unfavourable calendar effect (a/o Easter) and bad weather conditions.

Revenue of the wholesale and food service activities of Colruyt Group remained stable at EUR 348.3 million. Wholesale rose by 2.9% mainly due to the strong sales figures of the Spar business activity. The decrease of the food service by 4.3% was caused by the optimisation of the French customers portfolio, resolutely carried through to allow the French organisation to prepare for more profitable growth opportunities.

Revenue from the other activities grew by 2.4 % to EUR 185.9 million. The revenue growth of the DATS 24 activity is to be attributed to the greater volumes and the opening of new fuel stations. This growth was however curbed by a decrease of the petrol price combined with additional discounts in a price aggressive market.

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REVENUE BY OPERATIONAL SEGMENT

(in EUR million)	01/04/2013 - 30/06/2013	01/04/2012 - 30/06/2012	Evolution
Retail trade	1,604.0	1,551.2	3.4%
Wholesale and Food service	348.3	348.2	0.0%
Other activities	185.9	181.6	2.4%
Total operational segments	2,138.1	2,080.9	2.7%
Transactions between operational segments	(29.6)	(29.2)	
Consolidated	2,108.5	2,051.7	2.8%

Prospects

At the annual General Meeting of September 25th 2013 Colruyt Group will present a forecast for financial year 2013/14.

Financial calendar

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|---|------------|
| • General Meeting of Shareholders 2012/13 | 25/09/2013 |
| • Publication of results for first six months of 2013/14 | 26/11/2013 |
| • Publication of revenue figures for third quarter of 2013/14 | 28/01/2014 |
| • Publication of results for the reporting year 2013/14 | 23/06/2014 |

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Colruyt Group

Colruyt Group operates in the food and non-food distribution sector in Belgium, France and Luxembourg with some 400 own stores and over 500 affiliated stores. In Belgium this involves Colruyt, OKay, Bio-Planet, DreamLand, DreamBaby, Spar and Eurospar. In France, in addition to approximately 60 Colruyt stores, there are also affiliated, independent Coccinelle, CocciMarket and Panier Sympa stores. The group is also actively involved in the food service market (supplying food products to hospitals, company canteen kitchens, catering businesses), the sale of fuels (DATS 24), printing and document management solutions (Symeta) and the production of green energy. The group employs over 25,700 people and has sales of over EUR 8.3 thousand million. Colruyt is listed on NYSE Euronext Brussels (COLR) under ISIN code BE0974256852.

Risks relating to forecasts

Statements by the Colruyt Group included in this press release, along with references to this press release in other written or verbal statements of the Colruyt Group which refer to future expectations with regard to activities, events and strategic developments of the Colruyt Group, are predictions and as such contain risks and uncertainties. The information communicated relates to information available at the present time, which can differ from the final results. Factors that can generate any variation between expectation and reality are: changes in the micro- or macroeconomic context, changing market situations, changing competitive climate, unfavourable decisions with regard to the building and/or extension of new or existing stores, procurement problems with suppliers, as well as all other factors that can have an impact on the Group's result. Colruyt Group does not make any commitments with respect to future reporting that might have an influence on the Group's result or which could bring about a deviation from the forecasts included in this press release or in other group communication, whether written or oral.