

## **Language policy in lieu of the language proposal in terms of Section 63 of the National Credit Act, 34 of 2005**

### **Overview**

Mr Price Group Limited trades as a group and comprises five different trading divisions, being Mr Price, Mr Price Home, Mr Price Sport, Sheet Street and Milady's, with each division granting credit facilities through its Financial Services division.

The trading divisions have a national store presence and essentially employ individuals locally within each region. As such, as a starting point, each store will be able to cater for languages that are predominantly spoken in each region. Mr Price is committed to improving our customers' experience and understands the significance of communicating with our customers in their language of preference, where possible. Although we have committed to specific deliverables (as summarised later in this document), we would like to do more, as this is socially responsible and goes a long way to delighting our customers.

Although our customer base is geographically set across the entire country, our head office and call centre are centrally based in Durban. Customers can apply for credit in any store countrywide, but the credit granting decision is centralised at our Durban head office. This is also true for our customer services, collections and our marketing departments. Purchases and payments on accounts can be made at our stores countrywide. We also use direct marketing channels and the internet to market our products as well.

In the language proposal document, we included the table below from StatisticsSA and other related sources, to establish the top five preferred languages across the population of South Africa:

<b>Language</b>	<b>Population Percentage</b>
isiZulu	23.8%
isiXhosa	17.6%
Afrikaans	13.3%
Sepedi	9.4%
English	8.2%

Accordingly, these are the languages that we have applied in translating our essential documents. We identified the following documents as being "essential" to the credit granting process (ie, the basic documents that are required for customers to understand their rights and obligations when entering into a credit agreement and managing their credit facility in a responsible manner). These are:

1. Application forms
2. Welcome Packs
3. Pre-agreement Quotation & Disclosure Notice
4. Terms & Conditions
5. Statement (hardcopy, MMS and Email Statement channels)
6. 1<sup>st</sup> Letter of Demand (or 1<sup>st</sup> letter of default of account payment / sec 129 letter).

7. Financial Services Policy documents

Mr Price is committed to communicating with customers in their respective language of preference, and as such, we have strived to ensure that our call centre can cater for as many of the languages spoken in our Nation. The inbound call centre and the outbound collections call centre can currently address the following languages:

	Outbound call centre	Inbound call centre
isiZulu	Yes	Yes
isiXhosa	Yes	Yes
Afrikaans	Yes	Yes
Sepedi	Yes	Yes
English	Yes	Yes
Sesotho	Yes	Yes
siSwati	No	Yes
Setswana	Yes	Yes

In this regard – we must record that our stores are regional and national. All eleven languages are therefore represented regionally and customers already have access to someone in their area who speaks their language and who can assist them with understanding the documents in their own language at any time, even though the documents are not available in all eleven languages.

Mr Price will also endeavour to leverage the application of the relevant languages of preference for other forms of marketing communication such as statement inserts, catalogues, and MMS and SMS communication (this would also include administrative communication distributed via these mediums) that is sent to customers.