

MR PRICE GROUP LANGUAGE POLICY

Language Policy in terms of Section 63 of the National Credit Act (“the Act”) for Mr Price Group Limited (“Mr Price”)

1. Mr Price is a publicly traded retail company with its corporate Head Office based in Durban, South Africa. Mr Price comprises of Mr Price Apparel, Mr Price Home, Mr Price Sport, Mr Price Money, Sheet Street and Miladys operating in over 1430 stores, throughout every region of the country.
2. In every store, customers are assisted by trained staff who can communicate in the predominate language/s of the said region in which the store is located. This ensures that our customers’ experience is customised to meet the needs and preferences of the population ordinarily served in each area of operation.
3. Our Corporate Head Quarters and customer service call centres are located in Durban and are consequently staffed by persons residing in and around the geographical area of location. As a result thereof, most of the staff’s primary language of communication is English and IsiZulu. Where a customer is not comfortable communicating in either of these languages, our associates make every attempt to find a colleague who can assist the customer in the language of his/her choice.
4. Section 63(1) of the Act states that:-

“A consumer has a right to receive any document that is required in terms of this Act in an official language that the consumer reads or understands, to the extent that is reasonable having regard to usage, practicality, expense, regional circumstances and the balance of the needs and preferences of the population ordinarily served by the person required to deliver that document.”

We seek to comply with this Section by undertaking to translate required documents into (5) official languages. The languages chosen are based on the demographics of our customers thereby meeting the needs of the greatest portion of our clientele.

5. In terms of section 63(2) of the Act we made a submission to the NCR proposing that we will make required documents available in 5 official languages (namely) English, Afrikaans, isiZulu, isiXhosa, seSotho for our customers to choose from. In accordance with section 63(3) the Act, we intend to utilise these languages throughout the country.

6. We submit that this is the most reasonable approach for our business, as this time; 'having regard to usage, practicality, expense, regional circumstances and the balance of the needs and preferences' of the demographic which predominately represents our clientele.

7. We have translated the following documents into the identified languages:-
 - 7.1 Application form; and
 - 7.2 Terms and Conditions.

8. In a bid to reach a greater market/audience and disseminate material information to different communities, we advertise across many platforms, in an array of different languages. One such example would be our radio adverts, which have historically been recorded in 5 different languages (isiZulu, Xhosa, seSotho, sePedi and seTswana) and played on different radio stations, in accordance with the language needs of the audience in the relevant geographies.