Date: 14 June 2016

PRIVATE AND CONFIDENTIAL

Dr. Cheng Kar-shun, Henry 12 Repulse Bay Road, Hong Kong

Dear Dr. Cheng

Appointment as a non-executive director of New World Department Store China Limited (the "Company")

We write in relation to your appointment as a non-executive director of the Company. In this respect, we would set out below the terms of your appointment as a non-executive director of the Company:

- 1. you shall, subject as hereinafter provided, continue to serve the Company as a non-executive director of the Company;
- 2. the term of your appointment will be a fixed term with effect from 1 July 2016 to 30 June 2019;
- 3. you shall be entitled to an annual director's fee (or pro rata for an incomplete annual period) of HK\$100,000, subject to any change as the remuneration committee, the board of directors or the shareholders of the Company may approve from time to time, payable in arrears, and you shall be reimbursed for all reasonable out-of-pocket costs, fees and expenses properly incurred in the performance of your duties as a non-executive director of the Company and you will, if so required, provide the Company with receipts or other evidence to the payment of such costs, fees and expenses;
- your appointment shall be (a) terminated at any time by either party giving to the other one month's 4. notice in writing or any other period mutually agreed between the board of directors of the Company and you provided that such mutually agreed period shall not exceed 12 months; (b) automatically terminated immediately upon your ceasing to be a director of the Company in accordance with the provisions, in force from time to time, of (i) the articles of association of the Company; (ii) the Companies Ordinance (Cap 622 Laws of Hong Kong); (iii) the Companies Law of the Cayman Islands; or (iv) any law, requirements, rules, regulations, practices and/or direction under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"); or (c) terminated by the Company by summary notice in writing if you (i) have become guilty of any serious misconduct or committed any material or repeated breach of your obligations as a director; (ii) are guilty of conduct tending to bring the Company into disrepute; (iii) become bankrupt or have an interim order made against you, or if you compound with your creditors generally; (iv) are disqualified from being a director by reason of any court order; or (v) have been convicted of a criminal offence relating to integrity or honesty or of market abuse or insider dealing; and
- 5. you shall perform such functions and exercise such powers as are appropriate to your position as a non-executive director of the Company. You shall also observe and comply with all reasonable directions from, and all laws applicable to and all regulations of, the Company including, without prejudice to the generality of the foregoing, all laws and regulations from time to time in force with respect to confidentiality, dealings in shares and notifications required to be made by a director to the

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Company and/or any other regulatory body. In addition, you shall observe, and use your best endeavours to procure that the Company observes, the rules and regulations of The Stock Exchange of Hong Kong Limited and the Hong Kong Codes on Takeovers and Mergers and Share Repurchases.

The terms of this letter shall be governed by and construed in accordance with the laws of the Hong Kong Special Administrative Region of the People's Republic of China.

If the above terms of appointment are acceptable to you, please sign the acknowledgement thereof below.



Yours sincerely

New World Department Store China Limited

Wu Yuk-kwai, Catherine Company Secretary

I hereby accept the terms of my appointment as a non-executive director of the Company.

Dr. Cheng Kar-shun, Henry

Date: