

Proxy Form for use at the Extraordinary General Meeting to be held on Tuesday, 23 November 2010

I/We ^(Note 1)			
of			
being the registered holder(s) of (Note 2)	ordinary s	ordinary shares of HK\$0.10	
each in the capital of New World Department Store China Li Chairman of the meeting or (Notes 3 & 4) of		reby appoint the	
as my/our proxy to act for me/us on my/our behalf at the extraord thereof) of the Company to be held at Meeting Room N101A (New Vicentre, 1 Expo Drive, Wanchai, Hong Kong on Tuesday, 23 Nover such meeting (or at any adjournment thereof) to vote for me/us and such indication is given, as my/our proxy thinks fit.	Wing), Hong Kong Convention Wing), Hong Kong Convention	on and Exhibition Meeting ") and a	
Resolution ^(Note 7)	For ^(Note 5)	Against ^(Note 5)	
Ordinary Resolution			
Dated:2010 Shareholder's sign	nature(s) ^(Note 6) :		

Notes

- Full name(s) and address(es) to be inserted in BLOCK CAPITALS. The name of all joint holders should be stated. 1
- Please insert the number of shares of HK\$0.10 each in the capital of the Company registered in your name(s); if no number is inserted, this proxy form will be deemed to relate to all the shares in the capital of the Company registered in your name(s).
- 3. A shareholder entitled to attend and vote at the Meeting is entitled to appoint more than one proxy to attend and vote instead of him. A proxy need not be a shareholder of the Company.
- If any proxy other than the Chairman of the meeting is preferred, strike out the words "the Chairman of the meeting or" and insert the 4. name and address of proxy desired in the space provided.
- IMPORTANT: IF YOU WISH TO VOTE FOR A RESOLUTION, PLEASE PLACE A "V" IN THE RELEVANT BOX MARKED "FOR", IF 5. YOU WISH TO VOTE AGAINST A RESOLUTION, PLEASE PLACE A "✔" IN THE RELEVANT BOX MARKED "AGAINST". Failure to complete the boxes will entitle your proxy to abstain or cast his vote at his discretion. Your proxy will also be entitled to abstain or vote at his discretion on any resolution properly put to the Meeting other than those referred to in the notice convening the Meeting.
- This proxy form must be signed by you or your attorney duly authorised in writing or, in the case of a corporation, this proxy form must be under its common seal or under the hand of an officer or attorney or other person duly authorised.
- 7 The full text of the ordinary resolution is set out in the notice of the Meeting contained in the circular issued by the Company dated 25 October 2010 which is sent to shareholders of the Company together with this proxy form.
- Where there are joint registered holders of any share, any one of such persons may vote at the Meeting, either personally or by proxy, in 8. respect of such share as if he were solely entitled thereto, but if more than one of such joint holders be present at the Meeting personally or by proxy, that one of the said persons so present whose name stands first on the register in respect of such share, shall alone be entitled to vote in respect thereof.
- 9 To be valid, this proxy form, together with any power of attorney or other authority, if any, under which it is signed or a certified copy of such power or authority, must be deposited at the branch share registrar and transfer office of the Company in Hong Kong at Tricor Investor Services Limited of 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong not less than 48 hours before the time appointed for holding the Meeting or any adjournment thereof. Completion and return of this proxy form will not preclude from attending and voting in person if you so wish.
- 10. The ordinary resolution will be determined by way of a poll.
- 11. Any alterations made in this form should be initialled by the person who signs it.