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CHANGE OF NAME AND ADDRESS OF PRINCIPAL SHARE REGISTRAR AND TRANSFER AGENT IN THE CAYMAN ISLANDS

The board of directors (the "Board") of New World Department Store China Limited (the "Company") hereby announces that the Company's principal share registrar and transfer agent in the Cayman Islands has been changed from "Royal Bank of Canada Trust Company (Cayman) Limited" to "SMP Partners (Cayman) Limited" (the "Cayman Islands Share Registrar") with effect from 12 May 2017.

The Board hereby also announces that the address of the Cayman Islands Share Registrar has also been changed from "4th Floor, Royal Bank House, 24 Shedden Road, George Town, Grand Cayman KY1-1110, Cayman Islands" to "Royal Bank House – 3rd Floor, 24 Shedden Road, P.O. Box 1586, Grand Cayman, KY1-1110, Cayman Islands" with effect from 12 May 2017.

The Company's branch share registrar and transfer agent in Hong Kong remains as Tricor Investor Services Limited of Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong.

By order of the board of

New World Department Store China Limited

Wu Yuk-kwai, Catherine

Company Secretary

Hong Kong, 17 May 2017

As at the date of this announcement, the non-executive Directors are Dr. Cheng Kar-shun, Henry, Mr. Au Tak-cheong and Ms. Ngan Man-ying, Lynda; the executive Directors are Dr. Cheng Chi-kong, Adrian and Mr. Cheung Fai-yet, Philip; and the independent non-executive Directors are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter and Mr. Yu Chun-fai.