

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## PROFIT ALERT

This announcement is made by New World Department Store China Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Based on a preliminary assessment by the Company’s management on the unaudited consolidated financial statements of the Company, the board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected that the profit attributable to equity holders of the Company for the six months ended 31 December 2014 would be decreased substantially by approximately 40% as compared to the six months ended 31 December 2013. Such decrease in the profit attributable to equity holders of the Company is mainly attributable to the decline in revenue of the Group due to the overall slowdown of the retailing industry in the PRC and the increase in rental expenses and staff cost of the Group.

The information contained in this announcement is only based on the preliminary assessment by the Board in accordance with the unaudited consolidated management accounts of the Company up to the date of this announcement, and is not based on any information or figures which have been audited or reviewed by the Company’s auditors and may be subject to possible adjustments. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 31 December 2014 which is expected to be announced in February 2015.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By order of the board of  
**New World Department Store China Limited**  
**Dr. Cheng Kar-shun, Henry**  
*Chairman*

Hong Kong, 23 January 2015

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