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新世界百貨中國有限公司

New World Department Store China Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 825)

ANNOUNCEMENT

The board of directors (the “Directors” or the “Board”) of New World Department Store China Limited (the “Company”) announces that the Board shall consider on Friday, 25 April 2014, the resolution for the purpose of, among other matters, approving the recommendation, on the payment of a special dividend.

By order of the board of

New World Department Store China Limited

Wu Yuk-kwai, Catherine

Company Secretary

Hong Kong, 11 April 2014

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 Mr. Cheng Chi-kong, Adrian, Mr. Cheung Fai-yet, Philip and Mr. Wong Kwok-kan, Kenneth; 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.