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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

PROPOSED PAYMENT OF SPECIAL DIVIDEND

Reference is made to the announcement published by the Company on Friday, 11 April 2014. On Friday, 25 April 2014, the Board recommended a special cash dividend of HK\$0.20 per Share, which will be payable on or before Friday, 27 June 2014 to the Shareholders whose names appear on the register of members of the Company on Wednesday, 28 May 2014, subject to approval by the Shareholders at the EGM.

A circular containing, among other things, further details and the information required by the Listing Rules, together with a notice of EGM, will be despatched to the Shareholders on or around Tuesday, 29 April 2014.

Reference is made to the announcement published by the Company on Friday, 11 April 2014. To celebrate the Company's 20th anniversary and in light of the satisfactory performance of the Company for the past year, the Board today recommended a special cash dividend of HK\$0.20 per Share, which will be payable on or before Friday, 27 June 2014 to the Shareholders whose names appear on the register of members of the Company on Wednesday, 28 May 2014, subject to approval by the Shareholders at the EGM.

The EGM is scheduled to be held on Friday, 16 May 2014. For the purpose of determining the entitlement to attend and vote at the EGM, the register of members of the Company will be closed from Thursday, 15 May 2014 to Friday, 16 May 2014, both days inclusive, during which period no transfer of shares will be registered. In order to be eligible to attend and vote at the EGM, all completed transfer documents, accompanied by the relevant share certificates, must be lodged with the branch share registrar and transfer agent of the Company in Hong Kong, Tricor Investor Services Limited of Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, for

registration not later than 4:30 p.m. on Wednesday, 14 May 2014.

For the purpose of determining entitlements to the proposed special dividend, the register of members of the Company will be closed from Tuesday, 27 May 2014 to Wednesday, 28 May 2014, both days inclusive, during which period no transfer of Shares will be registered. In order to qualify for the proposed special dividend, all completed transfer forms accompanied by the relevant share certificates must be lodged with the branch share registrar and transfer agent of the Company in Hong Kong, Tricor Investor Services Limited of Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, for registration not later than 4:30 p.m. on Monday, 26 May 2014.

A circular containing, among other things, further details and the information required by the Listing Rules, together with a notice of EGM, will be despatched to the Shareholders on or around Tuesday, 29 April 2014.

DEFINITIONS

In this announcement, unless the context other requires, the following expressions shall have the following meanings:

“Board”	the board of Directors
“Company”	New World Department Store China Limited, a company incorporated in the Cayman Islands with limited liability, the issued Shares of which are listed on the Main Board of the Stock Exchange
“Director(s)”	director(s) of the Company
“EGM”	extraordinary general meeting of the Company
“Hong Kong”	the Hong Kong Special Administrative Region of the People's Republic of China
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Share(s)”	ordinary share(s) in the share capital of the Company
“Shareholder(s)”	holder(s) of the Share(s)

“Stock Exchange”

The Stock Exchange of Hong Kong Limited

“HK\$”

Hong Kong dollars, the lawful currency of Hong Kong

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

Hong Kong, 25 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.