THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult your licensed securities dealer or registered institution in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in New World Department Store China Limited, you should at once hand this circular and the accompanying proxy form to the purchaser or the transferee or to the bank, licensed securities dealer or registered institution in securities or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this circular, 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 circular.



DECLARATION OF SPECIAL DIVIDEND AND NOTICE OF EXTRAORDINARY GENERAL MEETING

A notice convening the extraordinary general meeting of New World Department Store China Limited to be held at Meeting Room S421, Level 4, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong on Friday, 16 May 2014 at 11:00 a.m., is set out on pages 5 to 6 of this circular. Whether or not you are able to attend the meeting, please complete the accompanying proxy form in accordance with the instructions printed thereon and return the same to the branch share registrar and transfer agent of the Company in Hong Kong, Tricor Investor Services Limited, at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong as soon as possible and in any event not less than 48 hours before the time appointed for the holding of the meeting or any adjournment thereof. Completion and return of the proxy form will not preclude you from attending and voting in person at the meeting or any adjournment thereof should you so wish.

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DEFINITIONS

In this circular, unless the context otherwise requires, the following expressions have the following meanings:

"Articles"	The articles of association of the Company as amended from time to time
"Board"	the board of Directors
"Company"	New World Department Store China Limited, a company incorporated in the Cayman Islands with limited liability, the Shares of which are listed on the main board of the Stock Exchange
"Director(s)"	the director(s) of the Company
"EGM"	the extraordinary general meeting of the Company to be convened and held at Meeting Room S421, Level 4, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong on Friday, 16 May 2014 at 11:00 a.m.
"HK\$"	Hong Kong dollars, the lawful currency of Hong Kong
"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)"	share(s) in the share capital of the Company
"Shareholder(s)"	the holder(s) of the Share(s)
"Stock Exchange"	The Stock Exchange of Hong Kong Limited

The English text of this circular shall prevail over the Chinese text.

LETTER FROM THE BOARD

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)

Non-executive Directors: Dr. Cheng Kar-shun, Henry (Chairman) Mr. Au Tak-cheong Ms. Ngan Man-ying, Lynda

Executive Directors: Mr. Cheng Chi-kong, Adrian Mr. Cheung Fai-yet, Philip (*Managing Director*) Mr. Wong Kwok-kan, Kenneth

Independent Non-executive Directors: Mr. Cheong Ying-chew, Henry Mr. Chan Yiu-tong, Ivan Mr. Tong Hang-chan, Peter Mr. Yu Chun-fai Registered Office: Cricket Square Hutchins Drive P.O. Box 2681 Grand Cayman KY1-1111 Cayman Islands

Head office and principal place of business in Hong Kong: 7th Floor, 88 Hing Fat Street Causeway Bay Hong Kong

29 April 2014

To the Shareholders

Dear Sir or Madam,

PROPOSED DECLARATION OF SPECIAL DIVIDEND AND NOTICE OF EXTRAORDINARY GENERAL MEETING

1. INTRODUCTION

The purpose of this circular is to provide you with information regarding the resolution to be proposed at the forthcoming EGM in relation to the declaration of special dividend. A notice of the EGM is set out on pages 5 to 6 in this circular.

2. SPECIAL DIVIDEND

Reference is made to the announcement of the Company dated Friday, 25 April 2014. The Board recommended, subject to the approval of the Shareholders at the EGM, the payment of a special dividend of HK\$0.20 per Share to those Shareholders whose names appear on the register of members of the Company on Wednesday, 28 May 2014.

The recommended special dividend of HK\$0.20 per ordinary Share is subject to approval by the Shareholders at the EGM and is expected to be paid on or around Friday, 27 June 2014.

LETTER FROM THE BOARD

3. CLOSURE OF REGISTER OF MEMBERS

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.

The proposed special dividend is subject to approval by the Shareholders at the EGM. 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.

4. VOTING BY POLL

Pursuant to Rule 13.39(4) of the Listing Rules, any vote of Shareholders at a general meeting must be taken by poll except where the chairman, in good faith, decides to allow a resolution which relates purely to a procedural or administrative matter to be voted on by a show of hands. Accordingly, the proposed resolution will be put to vote by way of a poll at the EGM. An announcement on the poll vote results will be made by the Company after the EGM in the manner prescribed under Rule 13.39(5) of the Listing Rules.

Subject to any special rights or restrictions as to voting for the time being attached to any Shares by or in accordance with the Articles, at any general meeting on a poll every Shareholder present in person or in the case of a Shareholder being a corporation by its duly authorised representative or by proxy shall have one vote for every fully paid Share of which he is the holder but so that no amount paid up or credited as paid up on a Share in advance of calls or installments is treated for the foregoing purposes as paid up on the Share.

LETTER FROM THE BOARD

5. PROXY

A proxy form for use at the EGM is enclosed herein. Whether or not you are able to attend the EGM, you are requested to complete the accompanying proxy form in accordance with the instructions printed thereon and return the same to 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 as soon as possible and in any event not less than 48 hours before the time appointed for holding the EGM or any adjournment thereof. Completion and return of the proxy form will not preclude you from attending and voting in person at the EGM or any adjournment thereof should you so wish.

6. **RECOMMENDATION**

The Directors believe that the declaration of special dividend is in the best interest of the Company and the Shareholders as a whole. Accordingly, the Directors recommend you to vote in favour of the relevant resolution as set out in the notice of the EGM.

> Yours faithfully, For and on behalf of **New World Department Store China Limited Cheng Kar-shun, Henry** *Chairman*

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)

NOTICE IS HEREBY GIVEN that an extraordinary general meeting (the "**Meeting**") of the shareholders of New World Department Store China Limited (the "**Company**") will be held at Meeting Room S421, Level 4, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong on Friday, 16 May 2014 at 11:00 a.m. for the purposes of declaring a special dividend of HK\$0.20 per Share.

By order of the board of New World Department Store China Limited Wu Yuk-kwai, Catherine Company Secretary

Hong Kong, 29 April 2014

Notes:

1. 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 share of the Company will be registered. In order to establish entitlements to attend and voting at the Meeting, all transfers of shares of the Company accompanied by the relevant share certificates and properly completed transfer forms 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 no later than 4:30 p.m. on Wednesday, 14 May 2014.

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 share of the Company will be registered. In order to establish entitlements to the proposed special dividend, all transfers of shares of the Company accompanied by the relevant share certificates and properly completed transfer forms 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 no later than 4:30 p.m. on Monday, 26 May 2014.

- 2. Any member entitled to attend and vote at the Meeting is entitled to appoint one or more proxies to attend and vote instead of him. A proxy does not need to be a member of the Company.
- 3. 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 respect of such share(s) 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.
- 4. A proxy form for use at the Meeting is enclosed.
- 5. To be valid, the proxy form, together with the 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 agent of the Company in Hong Kong, Tricor Investor Services Limited of Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong not less than 48 hours before the time appointed for holding the Meeting or any adjournment thereof. Completion and return of the proxy form will not preclude members from attending and voting in person at the Meeting or any adjournment thereof.
- 6. The resolution as set out above will be determined by way of a poll.

NOTICE OF EGM

- 7. The translation into Chinese language of this notice is for reference only. In case of any inconsistency, the English version shall prevail.
- 8. As at the date of this notice, 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.