

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.



**CHANGE OF ADDRESS OF HONG KONG BRANCH
SHARE REGISTRAR AND TRANSFER AGENT AND
FURTHER INFORMATION RELATING TO CLOSURE OF
REGISTER OF MEMBERS**

The board of directors (the “Directors”) of New World Department Store China Limited (the “Company”) hereby announces that with effect from 31 March 2014, the Hong Kong branch share registrar and transfer agent of the Company, Tricor Investor Services Limited (the “Branch Share Registrar”), will change its address from 26/F, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong (“current office address”) to:

**Level 22, Hopewell Centre
183 Queen’s Road East
Hong Kong**

All telephone and facsimile numbers of the Branch Share Registrar will remain unchanged.

Reference was made to the interim results announcement 2013/2014 of the Company dated 25 February 2014 which announced that the register of members of the Company will be closed from Friday, 11 April 2014 to Monday, 14 April 2014 (both days inclusive). To establish entitlements to the declared interim dividend for the six months ended 31 December 2013, all transfers of shares of the Company accompanied by the relevant share certificates must be lodged with the Branch Share Registrar not later than 4:30 p.m. on Thursday, 10 April 2014.

For the avoidance of doubt, the registration documents to be delivered to the Branch Share Registrar for the aforesaid purpose could only be sent to the Branch Share Registrar's current office address up to 30 March 2014 and all registration thereafter should be processed through the Branch Share Registrar at the new office address starting from 31 March 2014.

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

Hong Kong, 13 March 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.