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APPOINTMENT OF AUTHORISED REPRESENTATIVE

Reference is made to the announcement issued by New World Department Store China Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on 14 February 2018 in relation to, among others, the re-designation of Mr. Cheung Fai-yet, Philip as a non-executive director of the Company.

The board of directors (the “**Director(s)**” or the “**Board**”) of the Company hereby announces that Mr. Au Tak-cheong (“**Mr. Au**”) has been appointed as an authorised representative of the Company for accepting service of process or notice in Hong Kong under the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) with effect from 15 February 2018.

Mr. Au, aged 66, has been a non-executive Director since June 2007 and is responsible for overseeing compliance of policy and procedures in relation to accounting matters of the Group. Mr. Au is also an executive director and the Head of the Finance and Accounts and senior management of New World Development Company Limited (“**NWD**”). He is a director of certain subsidiaries of NWD and has over 40 years of experience in finance and accounting and treasury.

The Board would like to take this opportunity to welcome Mr. Au on his new appointment.

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

Hong Kong, 13 March 2018

As at the date of this announcement, the non-executive Directors are Dr. Cheng Kar-shun, Henry, Mr. Au Tak-cheong and Mr. Cheung Fai-yet, Philip; the executive Directors are Dr. Cheng Chi-kong, Adrian and Mr. Niu Wei; 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 .