



# FY22 Interim Results Presentation

*For the six months ended 31 December 2021*

24 February 2022



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)

(Hong Kong Stock Code : 825)

時 新 尚 個 生 性 活  
Enriching Lives Enhancing Character

# Safe Harbour Statement

The information contained in our presentation is intended solely for your personal reference. In addition, such information contains projections and forward-looking statements that reflect the Company's current views with respect to future events and financial performance. These views are based on assumptions subject to various risks. No assurance can be given that future events will occur, that projections will be achieved, or that the Company's assumptions are correct. Actual results may differ materially from those projected.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

# Agenda

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- Company Facts
- Financial Highlights
- Retail Network
- Store List
- Future Strategies





# Company Facts

# Company Facts

Year of Establishment: 1993

Date of Listing on HKEx: 12 July 2007

HK Stock Code: 825

Issued Shares: 1,686,145,000

Shareholding Structure:

- New World Development 74.99%
- Public 25.01%

Board of Directors:

## **Non-executive Directors**

- Dr. Cheng Chi-kong, Adrian, JP (*Chairman*)
- Ms. Chiu Wai-han, Jenny

## **Executive Directors**

- Mr. Cheung Fai-yet, Philip (*Joint Chief Executive Officer*)
- Ms. Xie Hui-fang, Mandy (*Joint Chief Executive Officer*)

## **Independent non-executive Directors**

- Mr. Cheong Ying-chew, Henry
- Mr. Chan Yiu-tong, Ivan
- Mr. Tong Hang-chan, Peter
- Mr. Yu Chun-fai

# Company Business



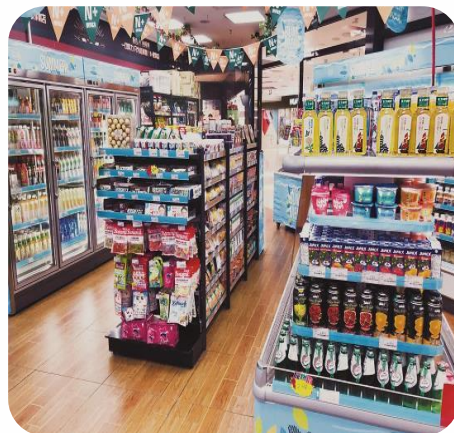
## Core Business

27

“New World” and “Ba Li Chun Tian”  
branded department stores and  
shopping malls in Mainland China



LOL Concept Shop



N+ Convenience Store



New World Supermarket

## Private Label Series

- LOL Concept Shop
- New World Supermarket
- N+ Convenience Store



ONLINE

**Financial**

**Highlights**

*Digitalised New World,  
Shopping Anywhere.*

SHOPPING



# Summary for 1HFY22

## Same-store Sales Growth ('SSSG')

- SSSG for 1HFY22 was -10.7%, SSSG for 1HFY21 was -15.3%

## Revenue

- Revenue for 1HFY22 was HK\$1,084.6 million compared with HK\$1,130.8 million in 1HFY21

## Operating Profit for the Period

- Operating Profit for 1HFY22 was HK\$207.3 million. Operating loss for 1HFY21 was HK\$42.3 million

## Profit for the Period

- Profit for the period was HK\$41.0 million. Loss for 1HFY21 was HK\$203.9 million

## Earnings per Share

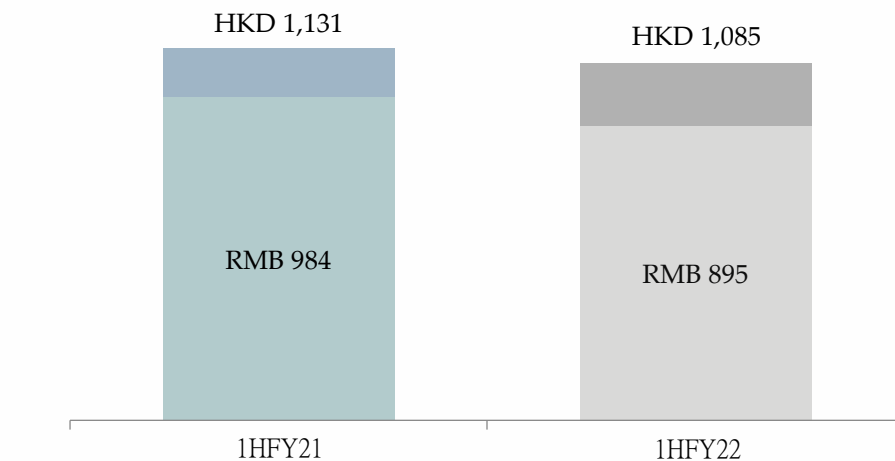
- Earnings per share for the period was HK\$0.02



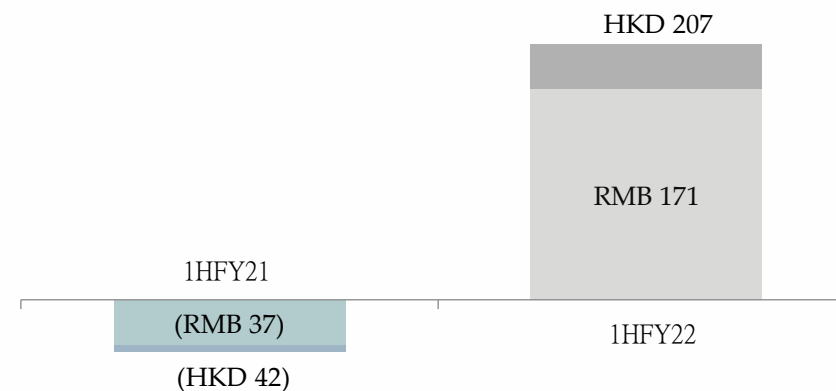
# Financial Highlights

(HKD/RMB mn)

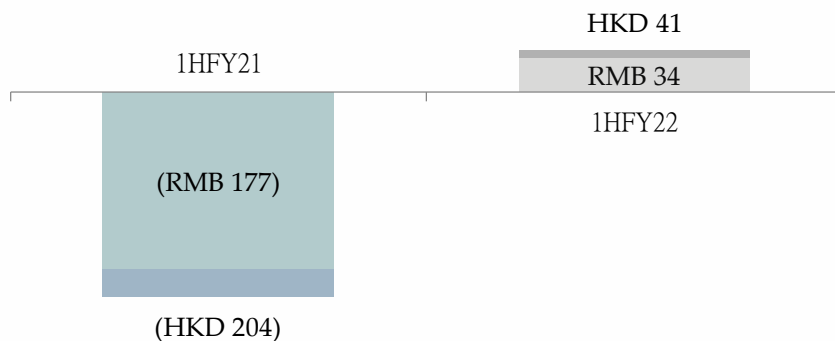
## Revenue



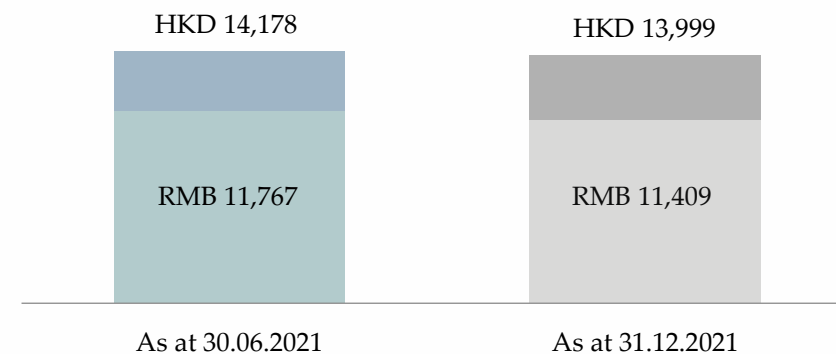
## Operating (Loss)/Profit



## Net (Loss)/Profit



## Total Assets

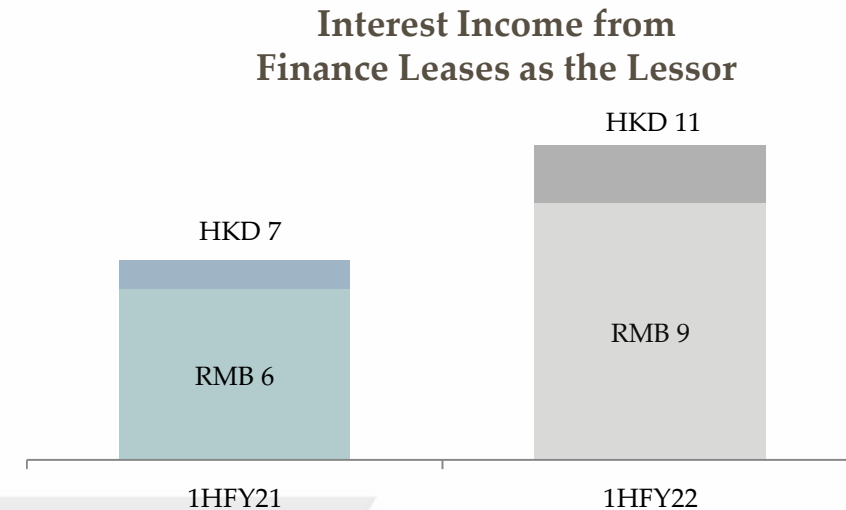
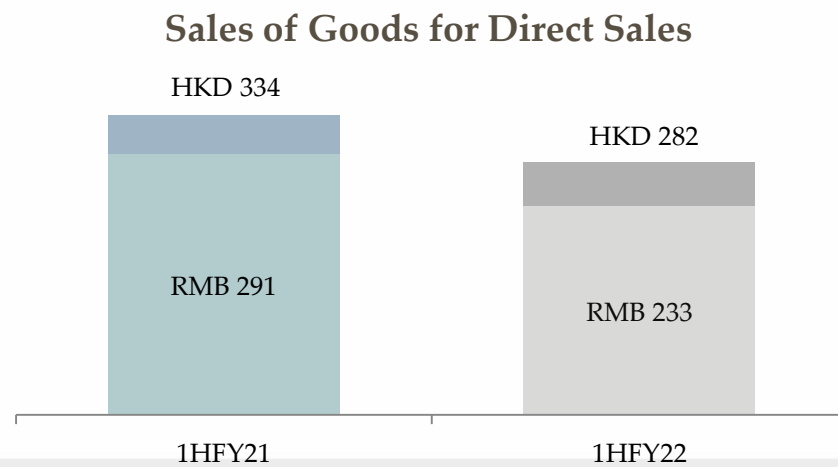
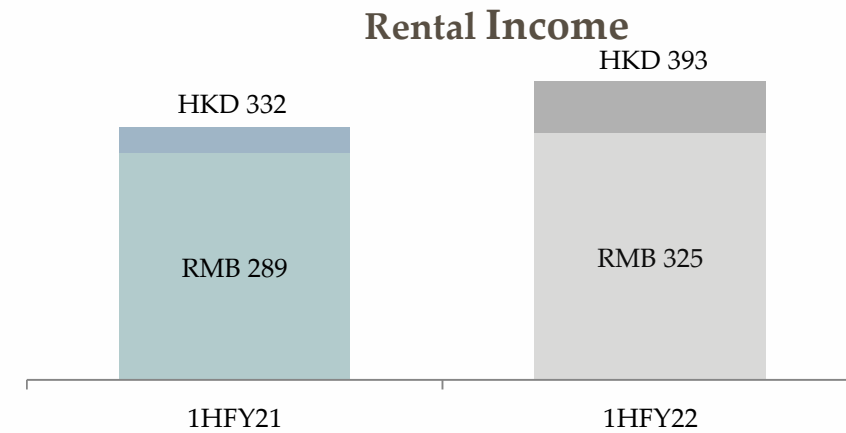
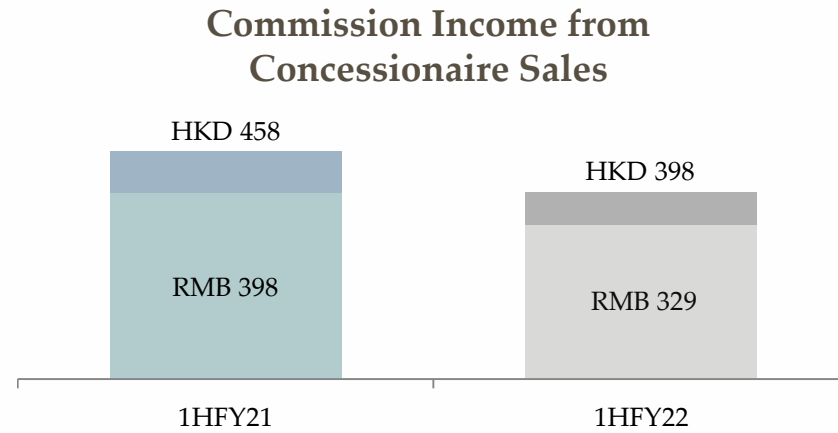


# Revenue Breakdown



# Revenue Analysis

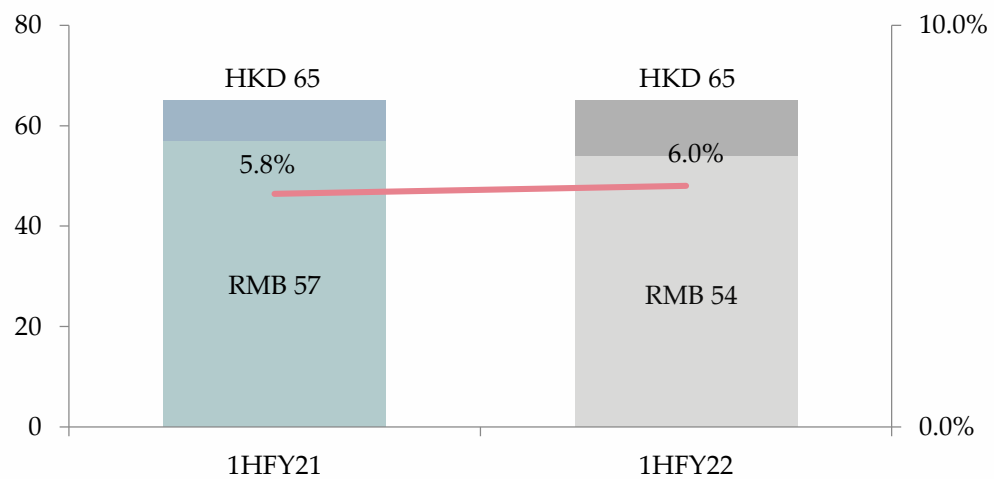
(HKD/RMB mn)



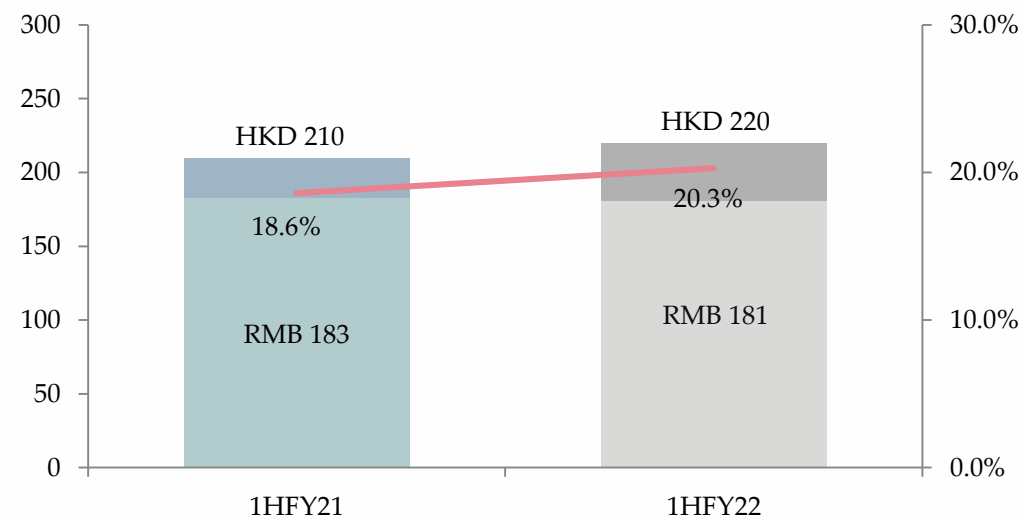
# Expense Ratios

(HKD/RMB mn)

## Rental Expense



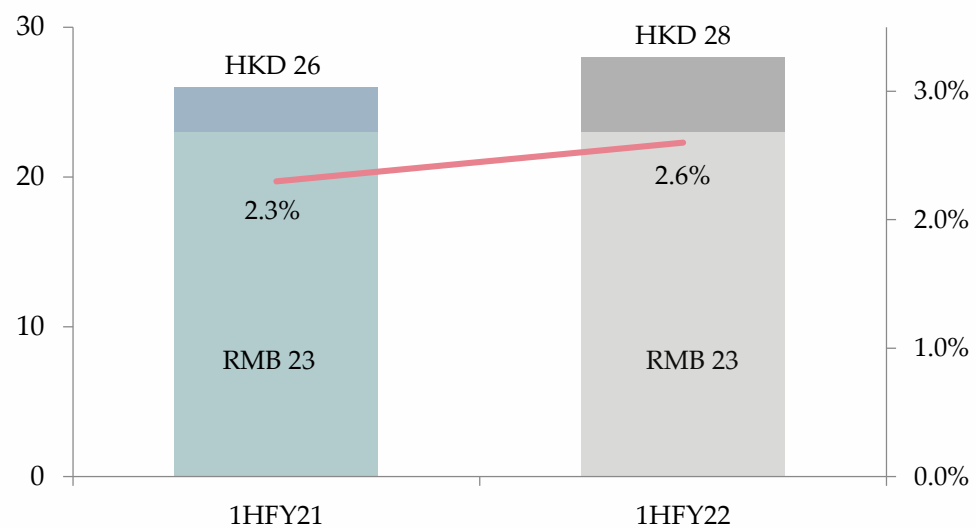
## Staff Expense



# Expense Ratios

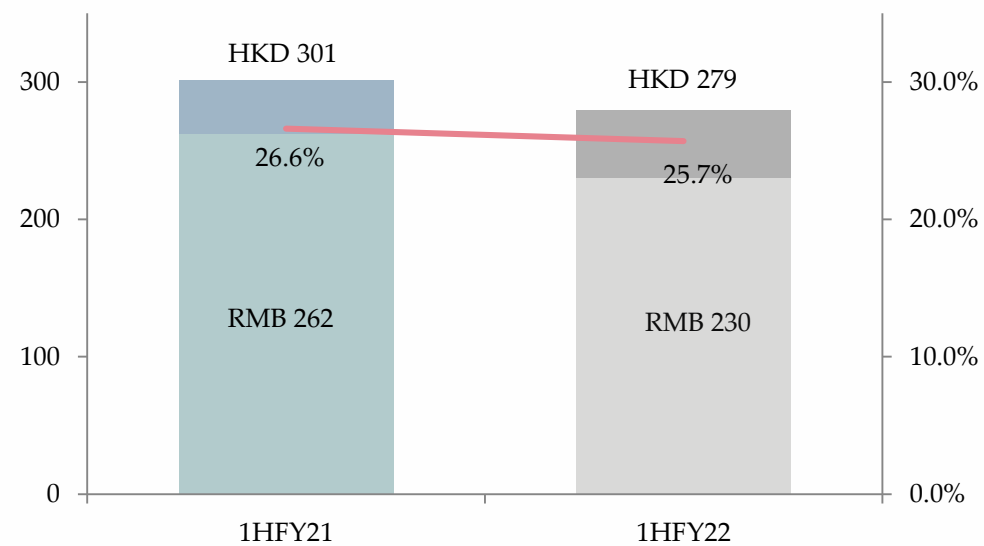
(HKD/RMB mn)

## Selling, Promotion, Advertising & Related Expenses\*



## Depreciation

— % to Revenue



\* This includes "Purchases of Promotion Items"

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**Retail**

**Network**

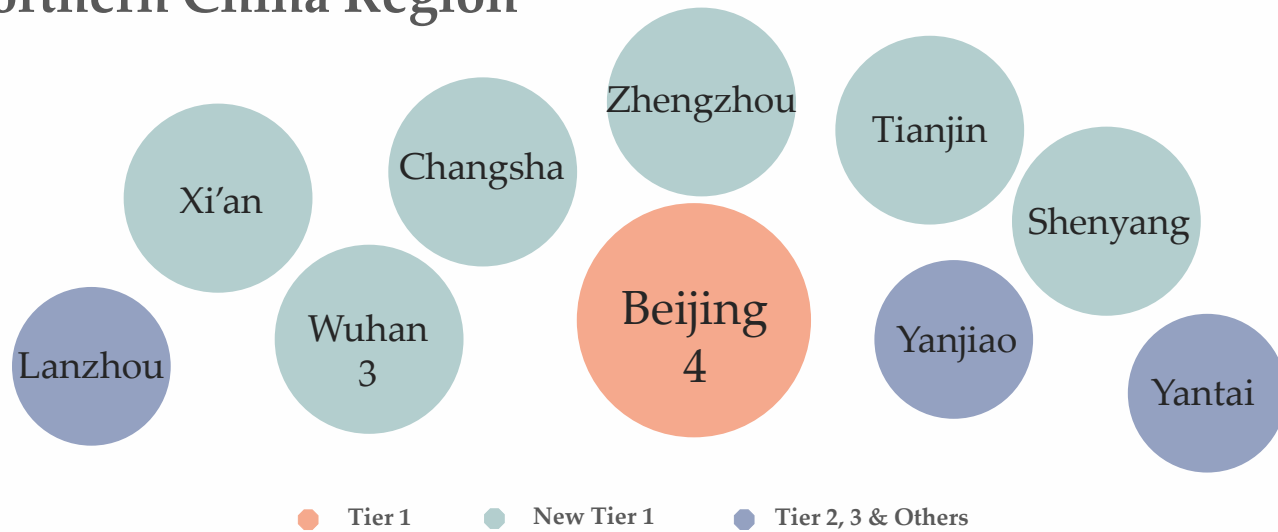
*Customers First,  
Better In-store Experience.*

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# Capturing Opportunities in New Tier 1 Cities

## Northern China Region



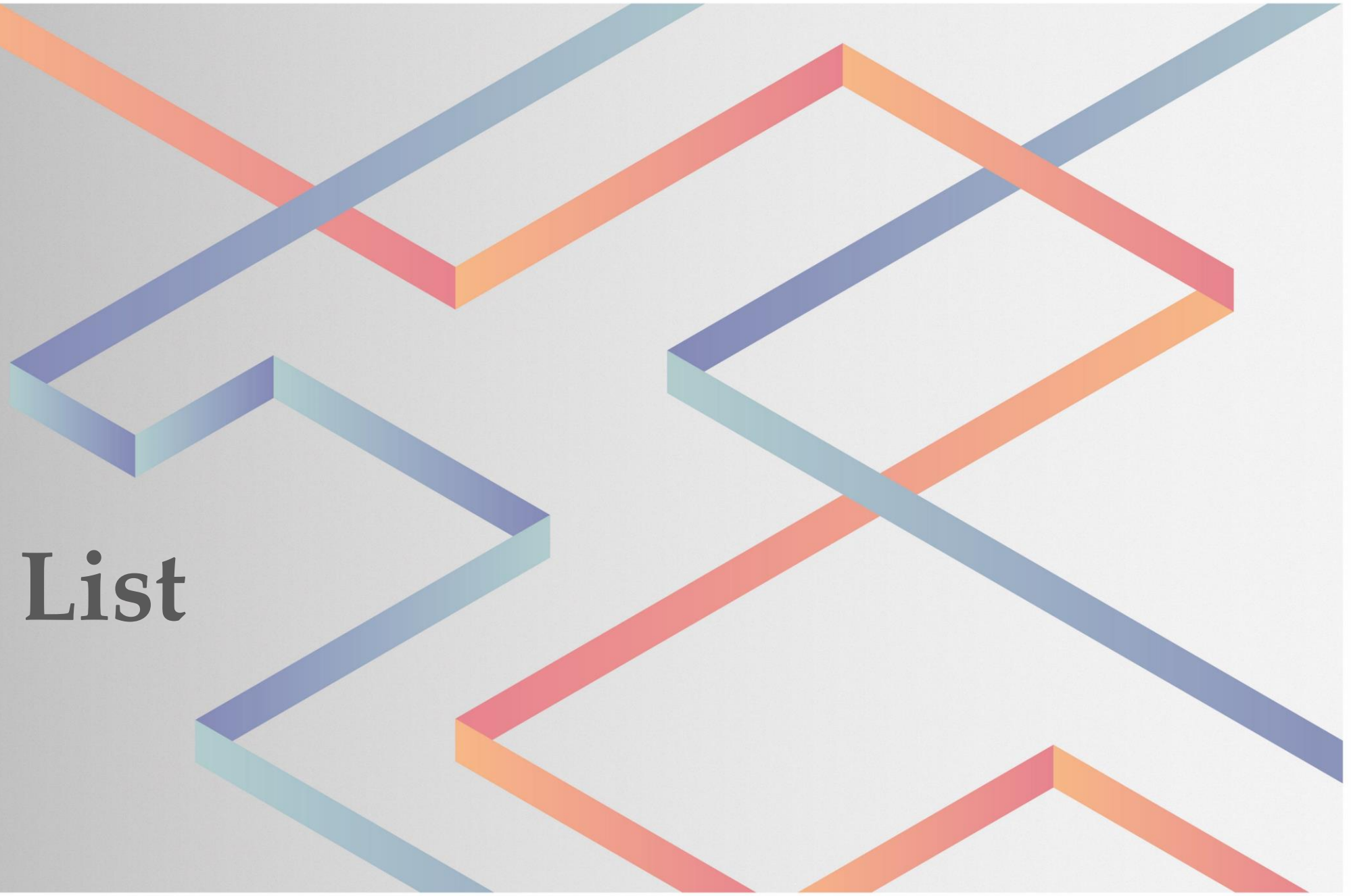
- **27** “New World” (「新世界」) and “Ba Li Chun Tian” (「巴黎春天」) branded department stores and shopping malls
- **16** major locations in Mainland China
- Total GFA: **1,080,200** sq.m.

## Southern China Region



N.B. The above cities are categorised according to the “Ranking of Cities’ Business Attractiveness in China 2021”.

**Store List**





# Northern China Region

(As at 24 February 2022)

★ New World Supermarket

● LOL Concept Shop

■ N+ Convenience Store

	Date of Opening	Approx. GFA (sq.m.)			
1. Beijing New World Department Store No. 3 and No. 5 Chongwenmenwai Street, Dongcheng District, Beijing, China	Jul 1998	117,200	●	■	★
2. Beijing New World Trendy Department Store Block A, Wanda Plaza, 93 Jianguo Road, Chaoyang District, Beijing, China	Mar 2007	31,200	●		
3. Beijing New World Liying Department Store 16 Guangshun South Road, Wangjing, Chaoyang District, Beijing, China	Sep 2008	52,000	●		
4. Beijing New World Qianzi Department Store 18 Xinshunnan Road, Shunyi District, Beijing, China	Sep 2010	55,600	●		
5. Tianjin New World Department Store 138 Dongma Road, Nankai District, Tianjin, China	Oct 1997	14,200			
6. Yanjiao New World Department Store Xin Le Hui Shopping Plaza, Interchange of Shenwei North Road and Yan Ling Road, Yanjiao Economic and Technological Development Zone, Sanhe City, Hebei Province, China	Apr 2013	32,000			
7. Xi'an New World City Plaza 88 North Street, Lianhu District, Xi'an City, Shaanxi Province, China	Dec 2012	58,700			
8. Yantai New World Department Store Wanxiang Plaza, Qingquan Road, Laishan District, Yantai, Shandong Province, China	Dec 2013	55,600			★
9. Lanzhou New World Department Store 89 Zhangye Road, Chengguan District, Lanzhou, Gansu, China	Sep 2005	28,500			★
10. Shenyang New World Department Store – Jinqiao Road Trendy Plaza 3 Jianqiao Road, Dadong District, Shenyang City, Liaoning, China	May 2011	34,000			

# Northern China Region

(As at 24 February 2022)

★ New World Supermarket

	Date of Opening	Approx. GFA (sq.m.)	
11. Wuhan New World Department Store 566 Jian She Da Dao, Hankou, Wuhan, Hubei Province, China	Nov 1994	42,000	★
12. Wuhan New World Department Store – Wuchang Branch Store 1 Luoyu Road, Hongshan District, Wuhan, Hubei Province, China	Oct 2005	24,000	
13. Wuhan New World Department Store – Xudong Branch Store 31 Xudong Dajie, Hongshan District, Wuhan, Hubei Province, China	Jan 2008	29,400	
14. Zhengzhou New World Department Store 57 Zijingshan Road, Guancheng Huizu District, Zhengzhou, China	Apr 2011	35,500	
15. Changsha New World Trendy Plaza 153 Wuyi Xi Road, Changsha, Hunan Province, China	Sep 2006	35,000	

# Southern China Region

(As at 24 February 2022)

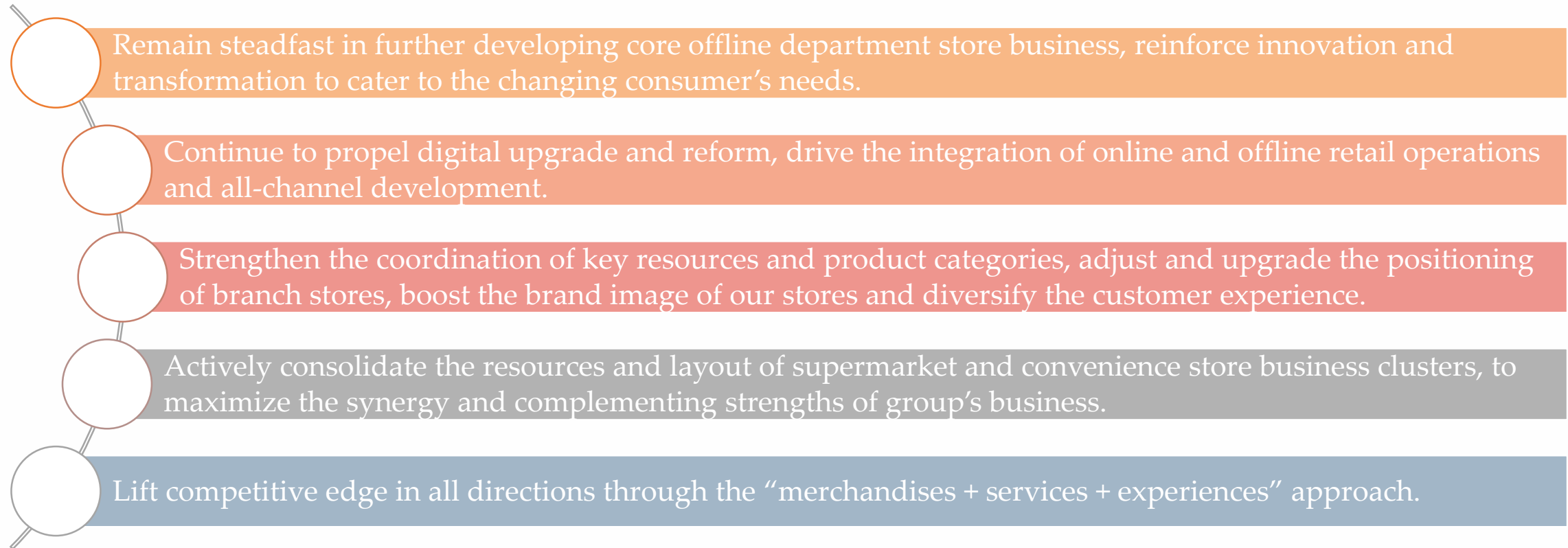
● LOL Concept Shop

	Date of Opening	Approx. GFA (sq.m.)	
1. Hong Kong New World Department Store – Shanghai Huaihai Branch Store 939-949 Central Huaihai Road, Huangpu District, Shanghai, China	Dec 2001	22,500	
2. Hong Kong New World Department Store – Shanghai Wujiaochang Branch Store 1 Songhu Road, Yangpu District, Shanghai, China	Dec 2006	44,000	
3. Hong Kong New World Department Store – Shanghai Pujian Branch Store 118 Pujian Road, Pudong New District, Shanghai, China	Sep 2007	46,000	●
4. Hong Kong New World Department Store – Shanghai Baoshan Branch Store 888 Zhenhua Road, Baoshan District, Shanghai, China	Jan 2010	39,000	●
5. Hong Kong New World Department Store – Shanghai Chengshan Branch Store 1993 Chengshan Road, Pudong New District, Shanghai, China	Apr 2010	38,000	●
6. Hong Kong New World Department Store – Shanghai Shaanxi Road Branch Store No. 155 Changshou Road, Putuo District, Shanghai, China	Nov 2011	42,000	
7. Hong Kong New World Department Store – Shanghai Tianshan Road Branch Store 762 Tian Shan Road, Changning District, Shanghai, China	Aug 2013	43,000	
8. Nanjing New World Department Store 88 Zhujiang Road, Xuanwu District, Nanjing, Jiangsu, China	Nov 2007	41,200	
9. Chengdu New World Department Store Plaza Central, 8 Shun Cheng Da Jie, Jinjiang District, Chengdu, Sichuan, China	Dec 2006	30,000	
10. Chongqing New World Department Store Future International Building, No.6 Guanyinqiao, Pedestrian Street, Jiangbei District, Chongqing, China	Sep 2006	42,000	
11. Mianyang New World Department Store 72 Eastern Linyuan Road, Fucheng District, Mianyang City, Sichuan, China	Dec 2011	35,000	
12. Kunming New World Department Store 432 Qingnian Road, Wuhua District, Kunming, Yunnan Province, China	Jun 2004	12,600	



# Future Strategies

# Future Strategies

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- Remain steadfast in further developing core offline department store business, reinforce innovation and transformation to cater to the changing consumer's needs.
  - Continue to propel digital upgrade and reform, drive the integration of online and offline retail operations and all-channel development.
  - Strengthen the coordination of key resources and product categories, adjust and upgrade the positioning of branch stores, boost the brand image of our stores and diversify the customer experience.
  - Actively consolidate the resources and layout of supermarket and convenience store business clusters, to maximize the synergy and complementing strengths of group's business.
  - Lift competitive edge in all directions through the “merchandises + services + experiences” approach.



Thank You