

FY23 Interim Results Presentation

For the six months ended 31 December 2022

22 February 2023



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.



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

Contents

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:	<ul style="list-style-type: none">• New World Development 74.99%• Public 25.01%
Board of Directors:	<p>Non-executive Directors</p> <ul style="list-style-type: none">• Dr. Cheng Chi-kong, Adrian, SBS, JP (<i>Chairman</i>)• Ms. Chiu Wai-han, Jenny <p>Executive Directors</p> <ul style="list-style-type: none">• Mr. Cheung Fai-yet, Philip (<i>Joint Chief Executive Officer</i>)• Ms. Xie Hui-fang, Mandy (<i>Joint Chief Executive Officer</i>) <p>Independent non-executive Directors</p> <ul style="list-style-type: none">• Mr. Cheong Ying-chew, Henry• Mr. Chan Yiu-tong, Ivan• Mr. Tong Hang-chan, Peter• Mr. Yu Chun-fai

Company Business

Core Business

24

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



LOL Concept Shop



New World Supermarket

Private Label Series

- LOL Concept Shop
- New World Supermarket

Financial Highlights



Summary for 1HFY23

Same-store Sales Growth ('SSSG')

- SSSG for 1HFY23 was -29.0%, SSSG for 1HFY22 was -10.7%

Revenue

- Revenue for 1HFY23 was HK\$709.4 million compared with HK\$1,084.6 million in 1HFY22

Operating Loss for the Period

- Operating loss for 1HFY23 was HK\$46.2 million. Operating profit for 1HFY22 was HK\$207.3 million

Loss for the Period

- Loss for the period was HK\$166.1 million. Profit for 1HFY22 was HK\$41.0 million

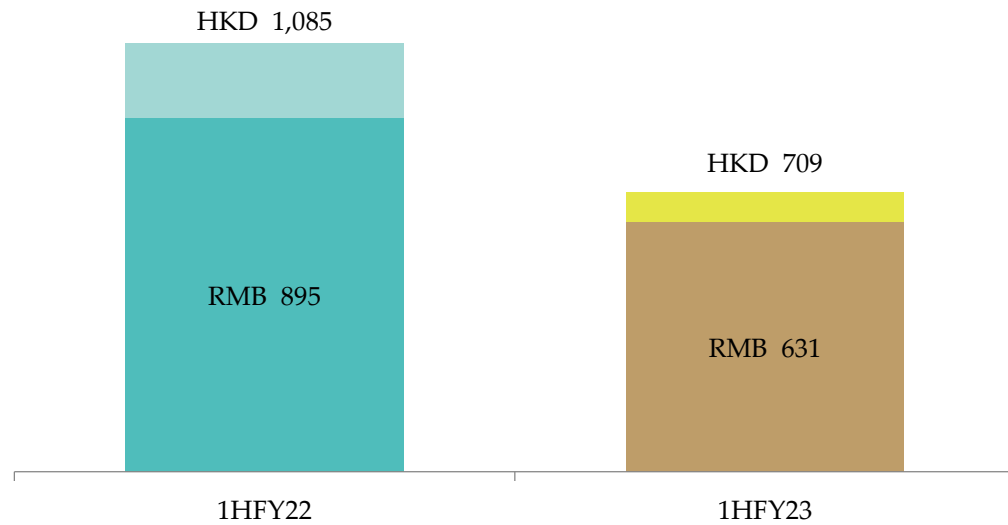
Loss per Share

- Loss per share for the period was HK\$0.10

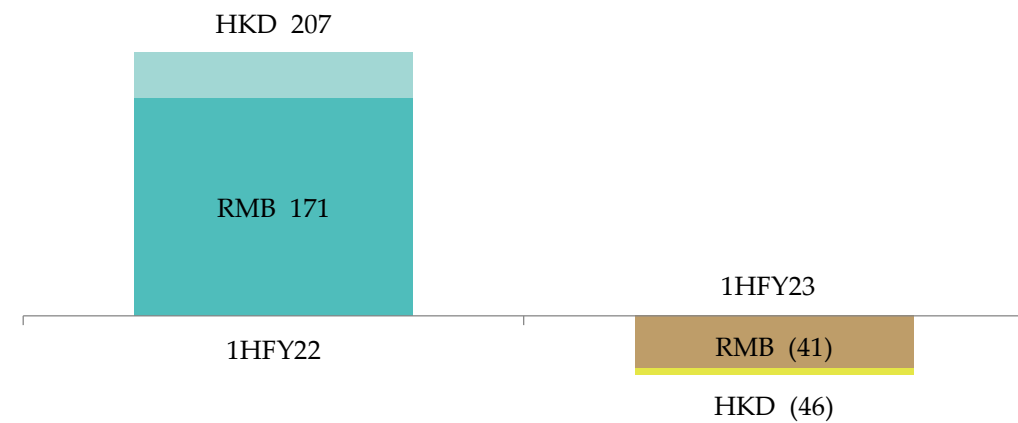
Financial Highlights

(HKD/RMB mn)

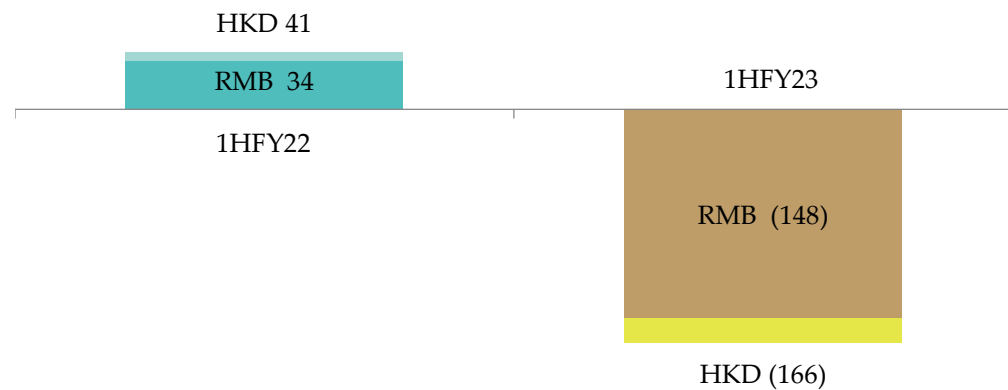
Revenue



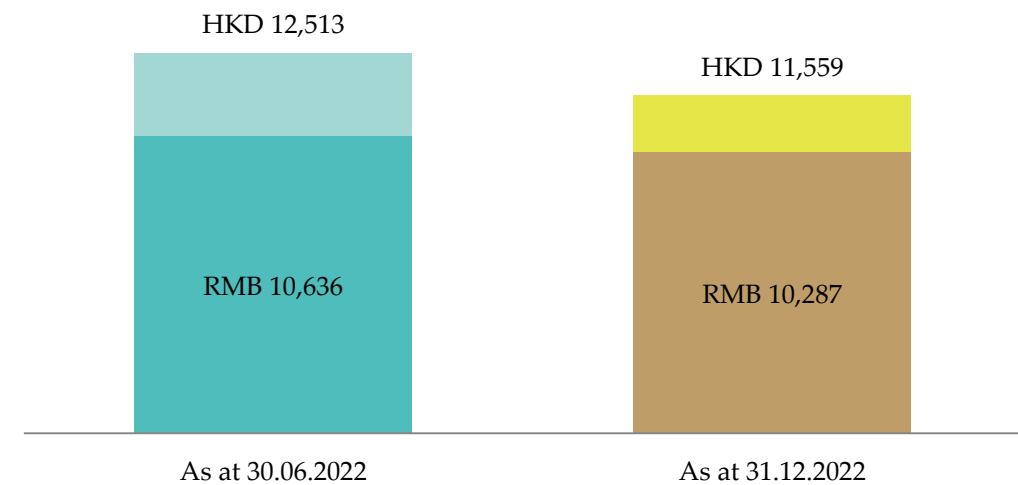
Operating Profit/(Loss)



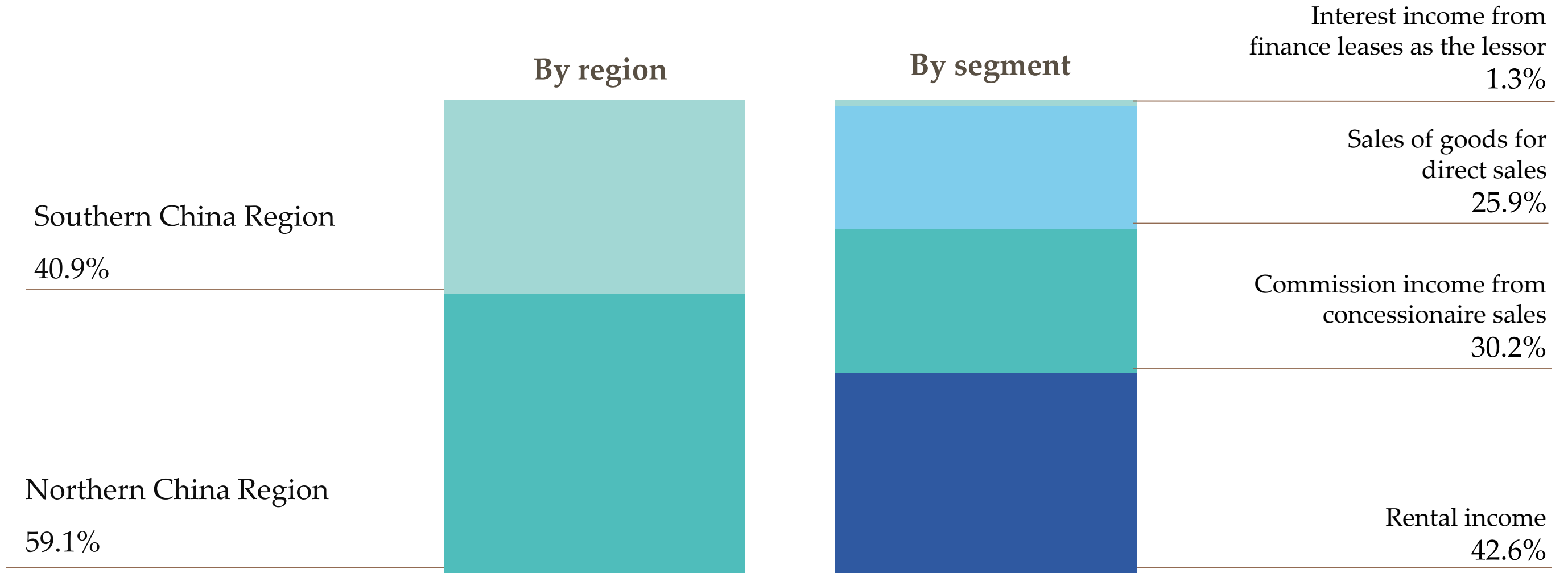
Net Profit/ (Loss)



Total Assets



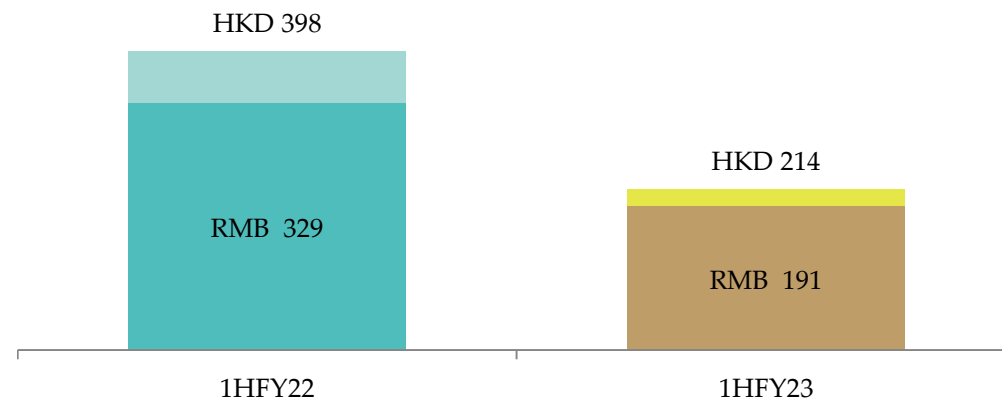
Revenue Breakdown



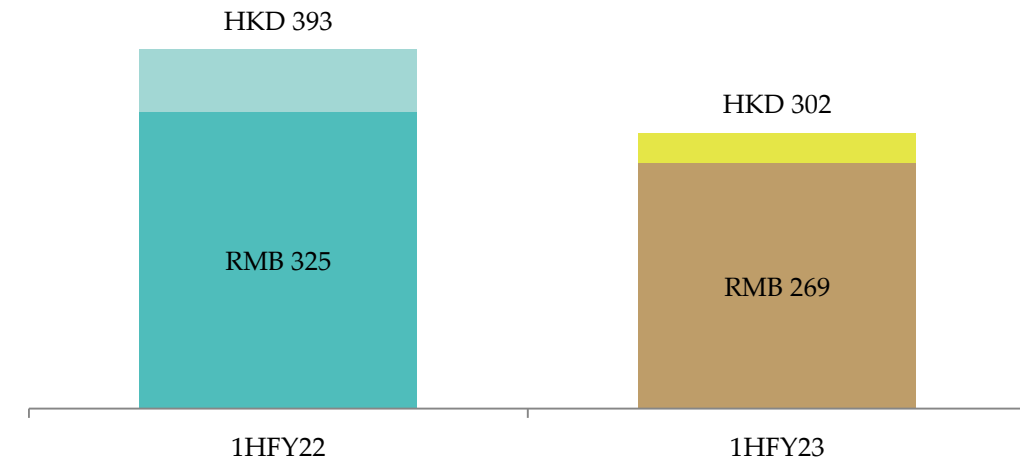
Revenue Analysis

(HKD/RMB mn)

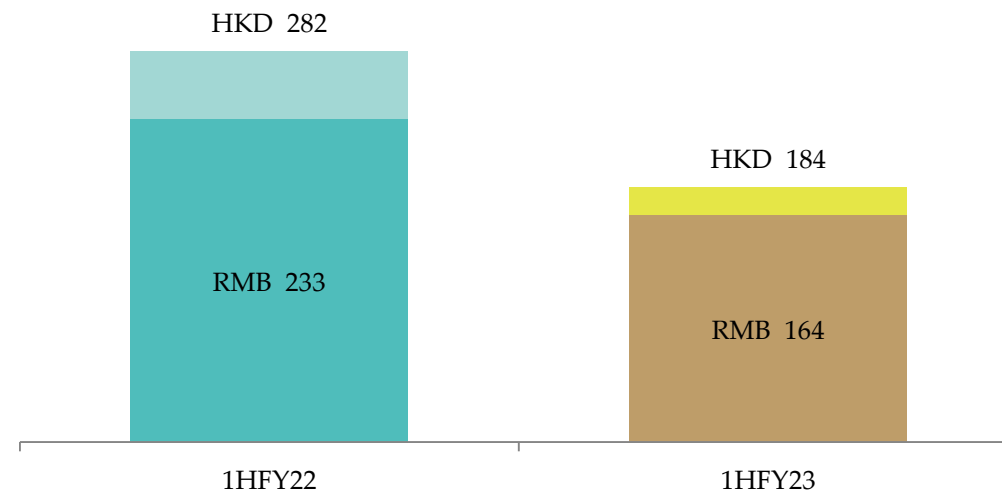
Commission Income from Concessionaire Sales



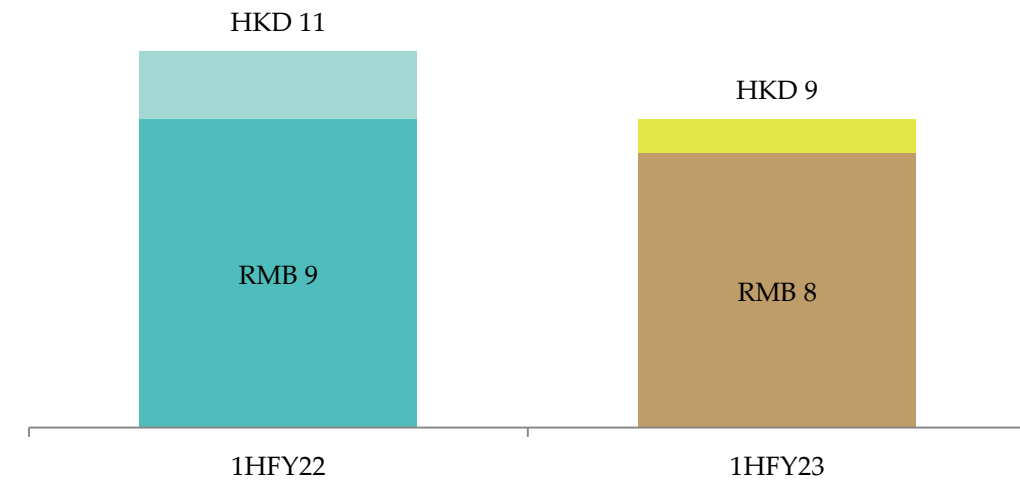
Rental Income



Sales of Goods for Direct Sales



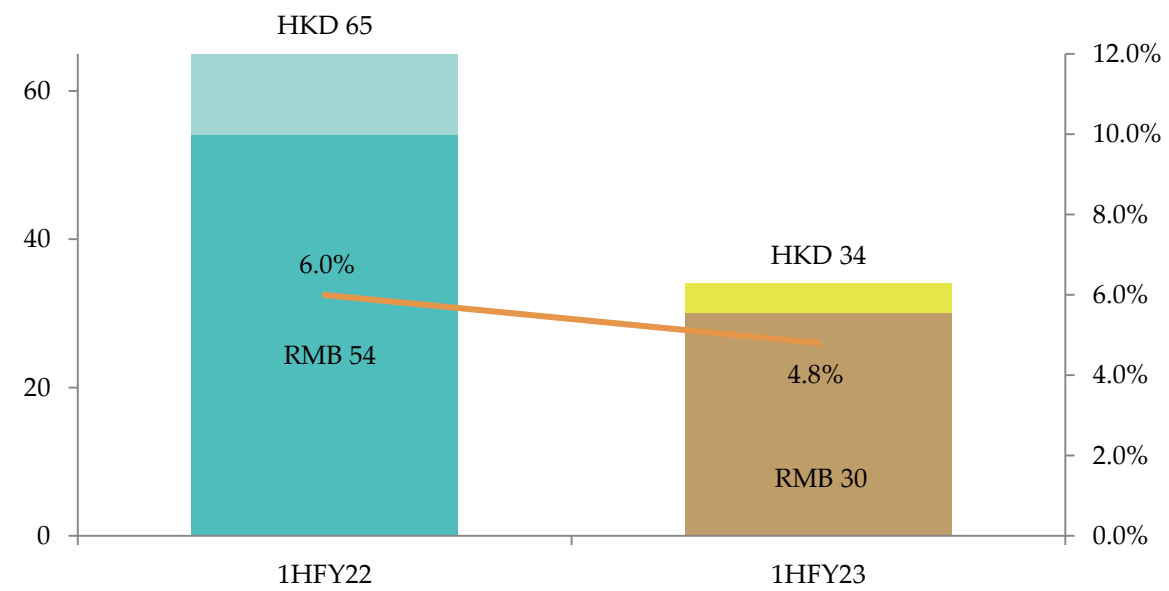
Interest Income from Finance Leases as the Lessor



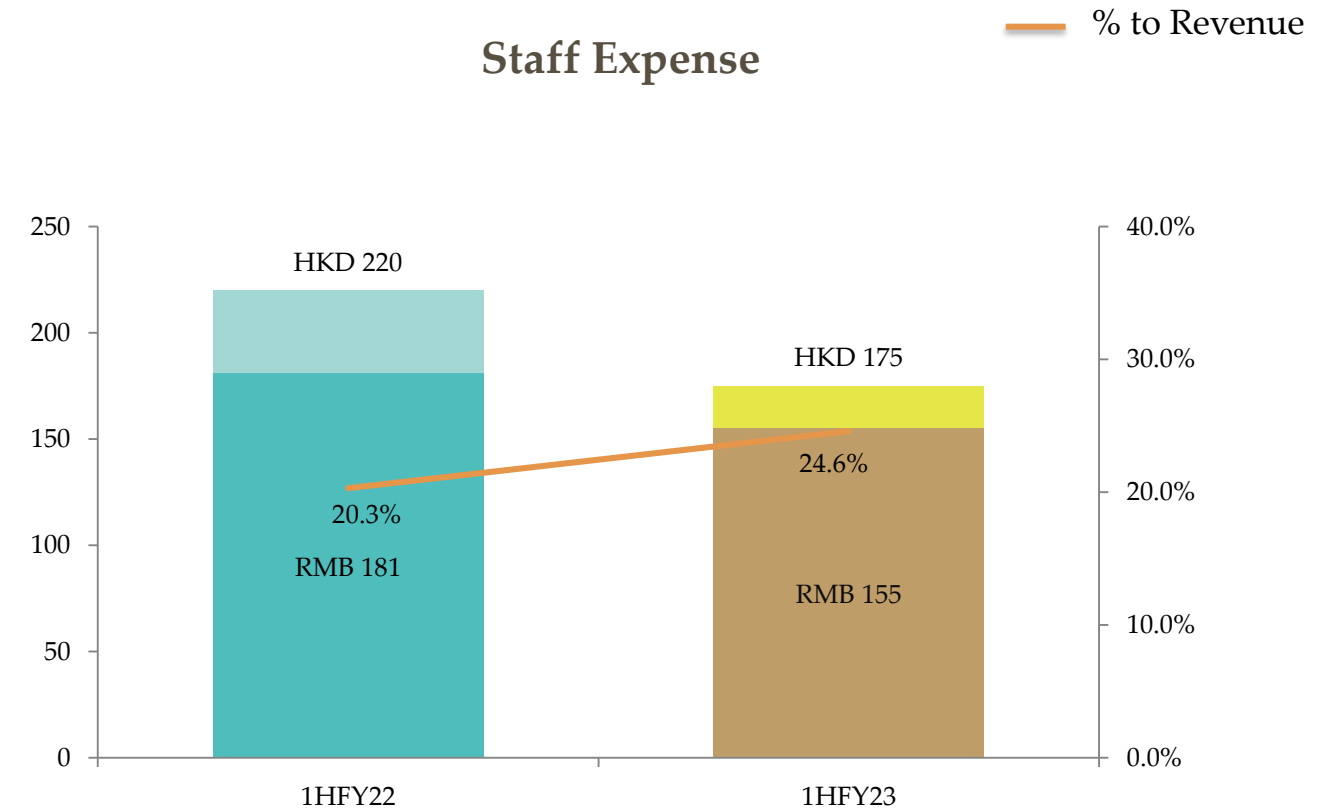
Expense Ratios

(HKD/RMB mn)

Rental Expense

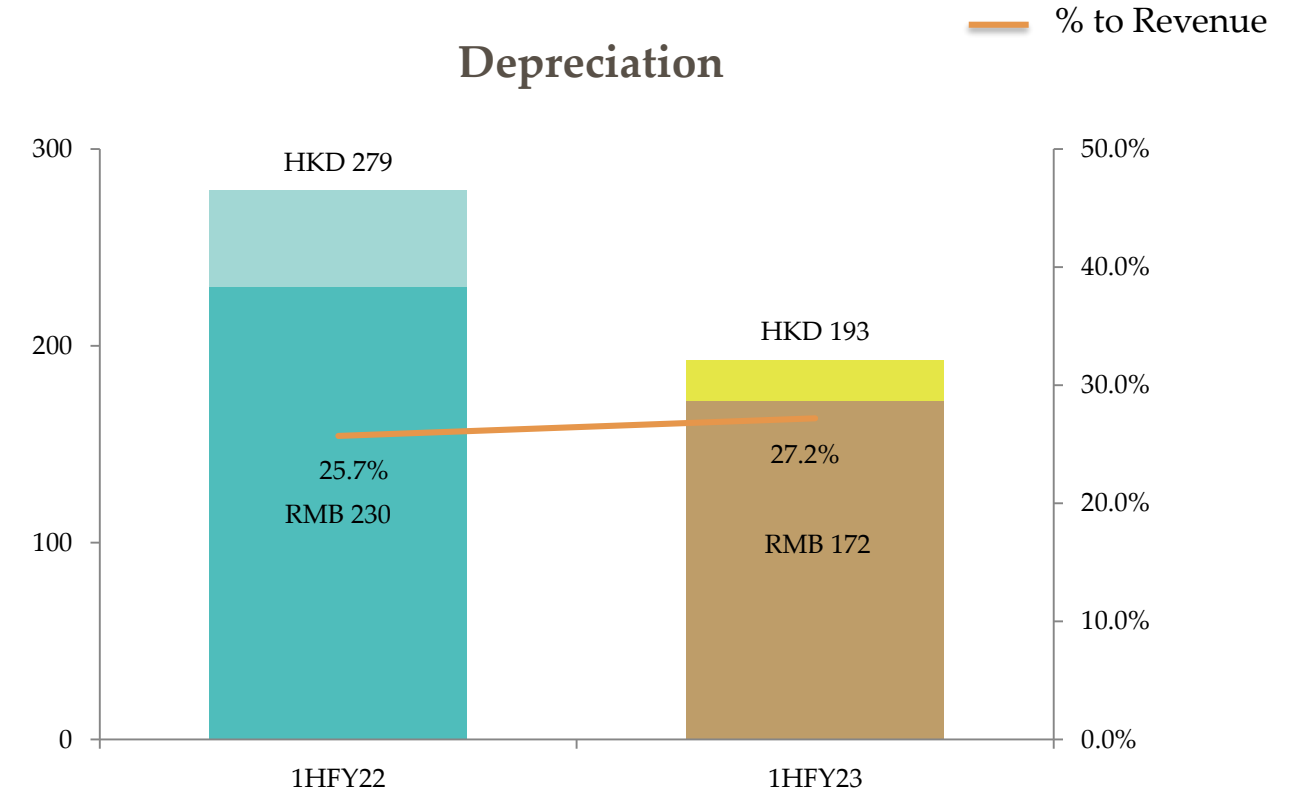
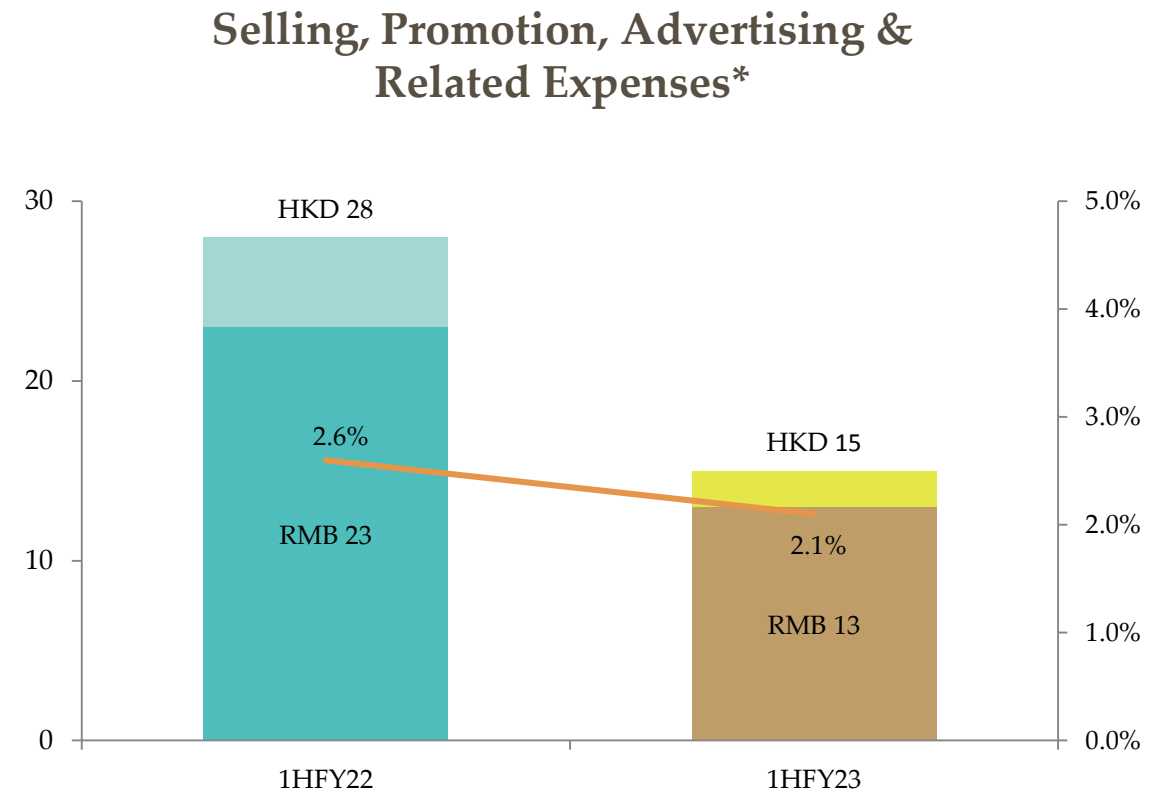


Staff Expense



Expense Ratios

(HKD/RMB mn)



* This includes "Purchases of Promotion Items"

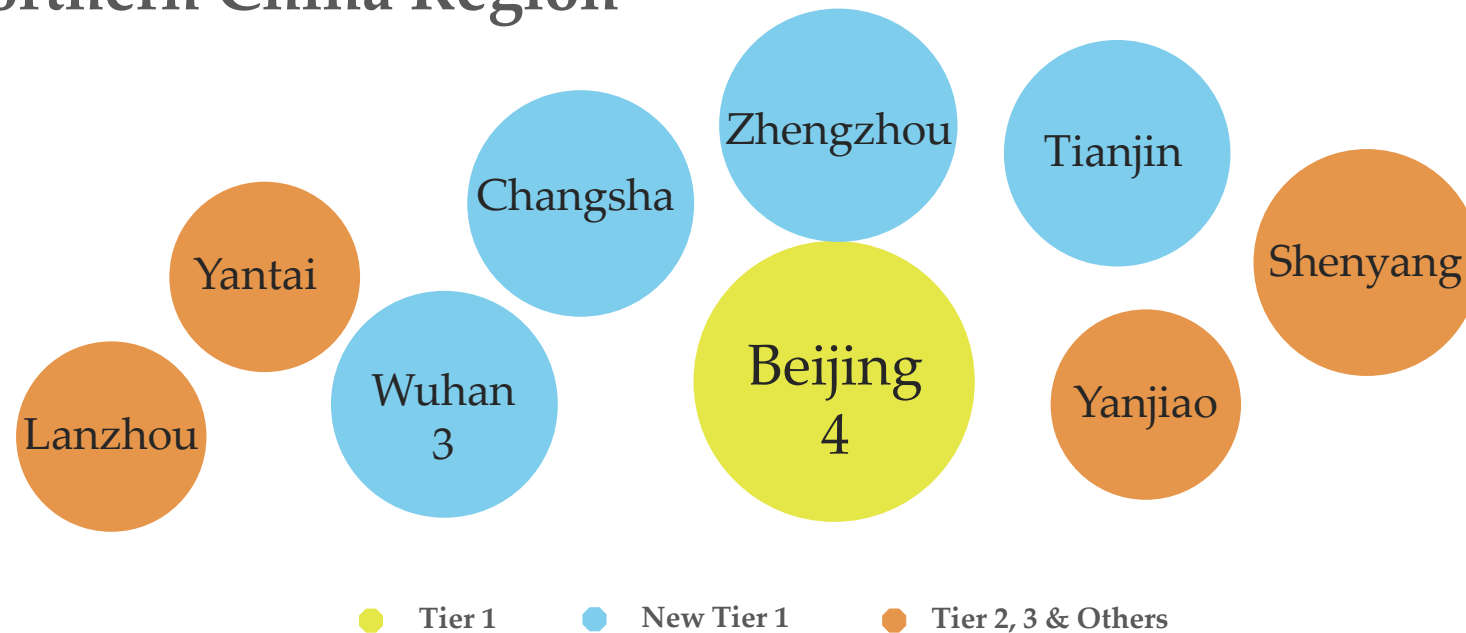


Retail Network

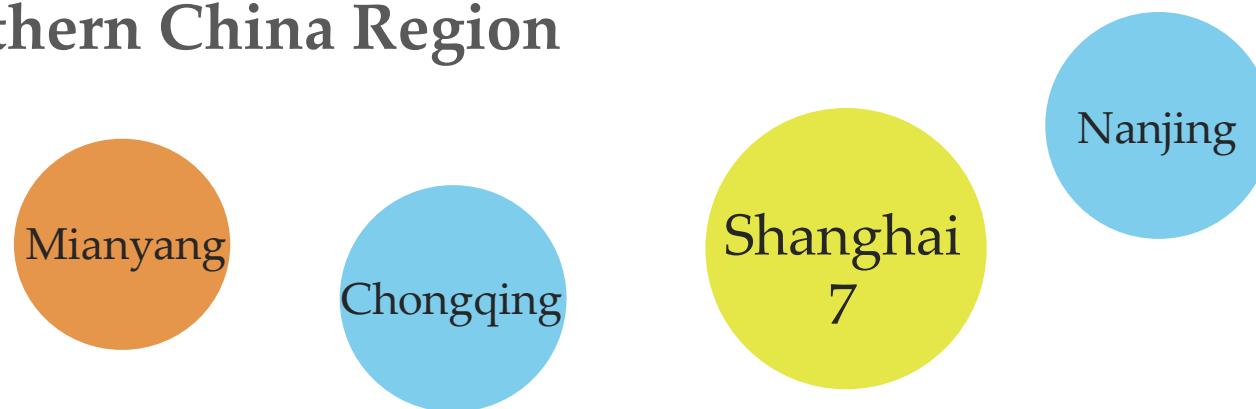


Capturing Opportunities in New Tier 1 Cities

Northern China Region



Southern China Region



- **24** “New World” (「新世界」) and “Ba Li Chun Tian” (「巴黎春天」) branded department stores and shopping malls
- **13** major locations in Mainland China
- Total GFA: **978,900** sq.m.



Store List



Northern China Region

(as at 31 December 2022)

● LOL Concept Shop

★ New World Supermarket

	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 Xinchunnan 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. Yantai New World Department Store Wanxiang Plaza, Qingquan Road, Laishan District, Yantai, Shandong Province, China	Dec 2013	55,600	★
8. Lanzhou New World Department Store 89 Zhangye Road, Chengguan District, Lanzhou, Gansu, China	Sep 2005	28,500	★
9. Shenyang New World Department Store – Jinqiao Road Trendy Plaza 3 Jinqiao Road, Dadong District, Shenyang City, Liaoning, China	May 2011	34,000	

Northern China Region

(as at 31 December 2022)

● LOL Concept Shop

★ New World Supermarket

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

Southern China Region

(as at 31 December 2022)

● LOL Concept Shop

★ New World Supermarket

	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. Chongqing New World Department Store Future International Building, No.6 Guanyinqiao, Pedestrian Street, Jiangbei District, Chongqing, China	Sep 2006	42,000	
10. Mianyang New World Department Store 72 Eastern Linyuan Road, Fucheng District, Mianyang City, Sichuan, China	Dec 2011	35,000	

Future Strategies



Future Strategies

- 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.
- Expand and optimize contactless transaction environment and achieve closed-loop transaction, take full advantage of popular sales platforms, together with third-party products delivery channels.
- Lift competitive edge in all directions through the “merchandises + services + experiences” approach.

Thank You

