



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)
(於開曼群島註冊成立的有限公司)
(Stock Code 股份代號: 825)

30 June 2010

To: The Non-Registered Holder of securities of the Company

Dear Sir or Madam,

NOTIFICATION OF PUBLICATION OF CORPORATE COMMUNICATIONS

We hereby notify you that the circular of New World Department Store China Limited (the “Company”) dated 30 June 2010 relating to: (1) the major transaction and connected transaction for the acquisition of interests in Broad Park Limited and (2) the revision of annual caps for continuing connected transactions under the master leasing agreement and the supplemental master leasing agreement, a notice of the extraordinary general meeting (“EGM”) of the Company to be convened and held at Concord I, 8th Floor, Renaissance Harbour View Hotel, No. 1 Harbour Road, Wanchai, Hong Kong on Tuesday, 27 July 2010 at 11:00 am and a proxy form for use at such EGM (collectively, the “Current Corporate Communications”), in both English and Chinese language versions, are now available on the Company’s website at www.nwds.com.hk.

You may access the Current Corporate Communications by clicking “Announcements” under “Investors” appearing on the homepage of the website of the Company.

If you wish to receive the Current Corporate Communications in printed form, please complete the request form attached herewith and send it to the Company’s branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited by post using the mailing label provided. The Current Corporate Communications in printed form will be sent to you free of charge upon receipt of your request.

Please also indicate in the enclosed request form if you prefer to receive all future Corporate Communications, as defined in such request form, in printed form and in the language selected.

Should you have any queries relating to this notification and/or the above arrangement, please call enquiry hotline at (852) 2980 1333 during business hours (9:00 am to 5:00 pm, Monday to Friday, excluding public holidays).

Yours faithfully,
For and on behalf of
New World Department Store China Limited
Wong Kwok-kan, Kenneth
Company Secretary

敬啟者：

公司通訊之登載通知

我司現謹通知閣下，新世界百貨中國有限公司（「本公司」）於2010年6月30日的有關：(1)收購翰柏有限公司的權益的主要交易及關連交易及(2)修訂綜合租賃協議及綜合租賃補充協議項下的持續關連交易的年度上限、本公司將於2010年7月27日(星期二)上午十一時正假座香港灣仔港灣道1號萬麗海景酒店八樓海景廳I召開及舉行股東特別大會（「股東特別大會」）的通告的通函，以及該股東特別大會適用之代表委任表格（統稱「本次公司通訊」）的英文本及中文本，現已登載於本公司網站www.nwds.com.hk。

請於本公司網站主頁所示的「投資者」項下「通告」一欄擷取本次公司通訊。

倘閣下擬收取本次公司通訊的印刷本，請填寫隨附之申請表格及利用郵寄標籤寄回本公司之香港股份過戶登記分處—卓佳證券登記有限公司。收悉閣下之申請後，本次公司通訊的印刷本將免費發送予閣下。

如閣下擬收取日後刊發的所有公司通訊(定義見該申請表格)的印刷本及所選之語言版本，亦請閣下於隨附之申請表格中註明。

倘閣下對本通知及/或上述安排有任何疑問，請於辦公時間內(星期一至星期五，上午九時至下午五時，公眾假期除外)，致電查詢熱綫(852) 2980 1333。

此致

本公司證券的非登記持有人 台照

代表
新世界百貨中國有限公司
公司秘書
黃國勤
謹啟

2010年6月30日

REQUEST FORM 申請表格

To: **New World Department Store China Limited (the “Company”)**
c/o Tricor Investor Services Limited
26th Floor, Tesbury Centre
28 Queen’s Road East, Wanchai, Hong Kong

致：新世界百貨中國有限公司(「公司」)
卓佳證券登記有限公司轉交
香港灣仔皇后大道東28號
金鐘匯中心26樓

I/We would like to receive the Current Corporate Communications in printed form. (Note 2)
本人／吾等要求索取本次公司通訊的印刷本。(附註2)

I/We would also like to receive all future Corporate Communications in printed form. (Notes 2 & 3)
本人／吾等要求索取公司日後刊發的所有公司通訊的印刷本。(附註2及3)

To receive **printed English language version** of all future
Corporate Communications
收取日後刊發的所有公司通訊英文印刷本

To receive **printed Chinese language version** of all future
Corporate Communications
收取日後刊發的所有公司通訊中文印刷本

Signature: _____
簽署：

Name: _____ (English 英文)
姓名：_____ (in block letters 請以正楷填寫)

_____ (Chinese 中文)

Date: _____
日期：

Contact telephone number: _____
聯絡電話：

Notes 附註：

- “Corporate Communications” and “Current Corporate Communications” are as defined respectively in the notification of publication of corporate communications enclosed herewith.
「公司通訊」及「本次公司通訊」乃分別按隨附之公司通訊之登載通知內所述涵義。
- Please mark “✓” in the appropriate box(es).
請在適當空格內劃上「✓」號。
- There is no need to complete this section if you do not wish to receive all future Corporate Communications in printed form.
如閣下不欲收取日後的所有公司通訊的印刷本，則不需填寫此欄。

(Please cut along the dotted line 請沿虛線剪下)

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<p>Please cut the mailing label and stick it on an envelope to return the Request Form to us. No postage stamp is required for local mailing. 閣下寄回申請表格時，請將郵寄標籤剪貼於信封上。 如在本港投寄，毋須貼上郵票。</p>	<p>Mailing Label 郵寄標籤</p> <p>Tricor Investor Services Limited 卓佳證券登記有限公司 Freepost No. 簡便回郵號碼：37 Hong Kong 香港 New World Department Store China Limited 新世界百貨中國有限公司 (825)</p>
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