

(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

Dear Shareholders,

### NOTIFICATION OF PUBLICATION OF CORPORATE COMMUNICATIONS

We are pleased to inform you that both English language version and Chinese language version of 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") are now available on the website of the Company at www.nwds.com.hk and the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk (collectively, the "Websites"), or the arranged printed form(s) of the Current Corporate Communications are enclosed herewith, if applicable. You may access the Current Corporate Communications by clicking "Announcements" under "Investors" appearing on the homepage of the website of the Company.

You are entitled at any time to choose to receive the Corporate Communications in printed form or read the Corporate Communications from the Websites, notwithstanding any wish to the contrary that has been previously conveyed to the Company. Should you wish to change your means of receipt of the Corporate Communications, 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 of 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong. You do not need to affix any stamp if the request form is posted in Hong Kong. If the request form is posted from outside Hong Kong, please affix an appropriate postage. The request form may also be downloaded from the Websites. You can also write or send an email to the Company's branch share registrar and transfer office in Hong Kong at is-ecom@hk.tricorglobal.com specifying your name, contact telephone number, corresponding address and your request.

If you have chosen to receive all future Corporate Communications via the Websites and have difficulty in receiving or gaining access to the Current Corporate Communications via the Websites, you can request for printed copies of the Current Corporate Communications to be sent to you free of charge by notifying us using any of the methods mentioned in the preceding paragraph.

Should you have any queries relating to this notice and/or the above arrangements, please call the 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

Note: "Corporate Communications" includes any document issued or to be issued by the Company for your information or action, including but not limited to directors' report, annual accounts together with a copy of the auditors' report and, where applicable, the summary financial report, interim report and, where applicable, the summary interim report, notice of meeting, listing document, circular and proxy form.

敬 啟 者:

# 公司通訊之登載通知

吾等欣然知會 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以及香港聯合交易所有限公司網站www.hkexnews.hk(統稱「網站」),或已按安排附上本次公司通訊之印刷本(如適用)。 閣下可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。

儘管 閣下早前曾向本公司作出公司通訊收取方式的選擇,惟 閣下仍可隨時更改有關選擇,改為以收取印刷本或於網站閱覽公司通訊。 閣下如欲更改收取公司通訊形式,請填寫隨附之申請表格,並寄回本公司之香港股份過戶登記分處一卓佳證券登記有限公司,其地址為香港灣仔皇后大道東28號金鐘匯中心26樓。若於香港投寄申請表格, 閣下毋需貼上任何郵票。若於香港境外投寄申請表格,請付上合適郵費。申請表格亦可於網站內下載。 閣下亦可向本公司香港股份過戶登記分處以書面或電郵發出通知,註明 閣下之姓名、聯絡電話、通訊地址及要求,電郵地址為:is-ecom@hk.tricorglobal.com。

如 閣下已選擇透過網站收取所有日後公司通訊,而在收取或接收本次公司通訊時遇上困難, 閣下可按上一段所述任何方式知會本公司,便可免費獲發本次公司通訊的印刷本。

如 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),致電查詢熱線(852) 2980 1333。

此 致

列位股東 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

附註:「公司通訊」包括任何由本公司發出或將發出予 閣下參照或採取行動之文件,其中包括但不限於董事會報告、年度賬目 連同核數師報告以及財務摘要報告(如適用)、中期報告及中期摘要報告(如適用)、會議通告、上市文件、通函及代表委 任表格。

# 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

(Please mark ONLY ONE "\" of the following boxes)

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 have already received a printed copy of the Current Corporate Communications in English language version/Chinese language version or have chosen to read the Current Corporate Communications posted on the Websites. 本人/吾等已收到本次公司通訊之中文/英文印刷本,或已選擇瀏覽於網站內登載之本次公司通訊。

I/We would like to change the choice of language version and/or means of receipt of future Corporate Communications as indicated below: 本人/吾等希望改以如下所示方式收取公司日後之公司通訊之語言版本及/或收取形式之選擇:

(前任以下兵	、中一個空俗	시 劃 -	⊏।✓」	がり																		
	to receive English language version in printed form only; 只收取英文印刷本;																					
	eive Chinese la 取中文印刷		versio	on in p	orinted	form	only;															
	eive both Engli 收取中、英文				n and (	Chines	e lang	uag	e ver	sion	in pri	nted	forn	n; or								
— notifi 透過	cation of the po	sting o 形式收	f the C 取公	Corpor	ate Co	mmun	icatio	ns o	n the	Web	sites	to m	y/oı	ar en	nail	addr	ess	at:			printed copies, and to receive email 之公司通訊,請將電郵通知發送	
																					(note 6) (附註6)	
Please comple 請在下列空				rovide	d belo	w:																
Shareholder's	(English 英文)										Signature:											
股東全名:	(in block letters 請以正楷填寫)										簽署:											
	-						(Chin	iese	中文	<u>()</u>												
Address: 地址:																						
Contact telephone number:						_	Date: 日期:															
Notes:																						

附註:

- Please complete all your details clearly. For the avoidance of doubt, we do not accept any special instructions written on this request form.
  - 請 閣下清楚地填妥所有資料。為免存疑,公司概不接受任何書寫於申請表格上之額外指示。
- 2 If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this request form in order to be valid.

如屬聯名股東,則本申請表格須由該名於公司股東名冊上(就聯名持有股份)名列首位的股東簽署,方為有效。

- Any request form with more than one box marked "\set", with no box marked "\set", with no signature or otherwise incorrectly completed will be void in full. 3. 倘若在任何申請表格上,以「✓」作出多於一個選擇、或未有以「✓」作出選擇、或未有簽署或在其他方面填寫不正確,該表格將被作廢。
- "Corporate Communications", "Current Corporate Communications" and "Websites" are as defined respectively in the notification of publication of corporate communications

「公司通訊」、「本次公司通訊」及「網站」乃分別按隨附之公司通訊之登載通知內所述涵義。

Please note that both English language version and Chinese language version in printed form of all the Corporate Communications which we have sent to the shareholders of the Company in the past 12 months are available from the Company on request. They are also available on the Company's website at www.nwds.com.hk for five years from the date of first publication.

公司可因應要求提供於過去12個月內由公司寄發予其股東之所有公司通訊之中、英文印刷本,該等公司通訊亦可從其首次登載起計的五年內 於公司網站 www.nwds.com.hk 內瀏覽,敬請垂注。

If you do not provide your email address, a printed notification of the publication of corporate communications, as enclosed herewith, will be sent to you by post at your address as appearing in the register of members of the Company or at any other address supplied by you to us for such purpose.

如 关下未有提供电郵地址,我們將透過郵遞方式,按 阁下於公司的股東名冊上所示之地址或任何由 阁下向我們提供作該用途的地址,向 阁 下寄發有關公司通訊之登載通知的印刷本。

Should you have any queries relating to this request form, please call the enquiry hotline at (852) 2980 1333. 7.

若 閣下對本申請表格有任何疑問,請致電查詢熱線(852) 2980 1333

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

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。

## Mailing Label 郵寄標籤

**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)