



8 May 2014

To: The Registered Shareholders

Dear Sir or Madam,

NOTIFICATION OF PUBLICATION OF CORPORATE COMMUNICATIONS

We are pleased to inform you that both English language version and Chinese language version of (i) a circular dated 8 May 2014 relating to the continuing connected transactions – master leasing agreement, master sales agreement and renewal of the master concessionaire counter agreement and (ii) a proxy form for use at the extraordinary general meeting of the Company to be held on 23 June 2014 (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 copies 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 change request form overleaf and send it to the branch share registrar and transfer agent of the Company in Hong Kong, Tricor Investor Services Limited by post using the mailing label provided. You do not need to affix any stamp if the change request form is posted in Hong Kong. If the change request form is posted from outside Hong Kong, please affix an appropriate postage. The change request form may also be downloaded from the Websites. You can also write or send an email to the branch share registrar and transfer agent of the Company in Hong Kong at is-ecom@hk.tricorglobal.com specifying your name, contact telephone number, correspondence 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 notification and/or the above arrangements, please call the enquiry hotline at (852) 2980 1333 during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding public holidays).

Yours faithfully,
For and on behalf of
New World Department Store China Limited
Wu Yuk-kwai, Catherine
Company Secretary

Note: “**Corporate Communications**” includes any documents 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 auditor’s 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，(i)日期為2014年5月8日有關持續關連交易－綜合租賃協議、綜合銷售協議及綜合專櫃協議續期的通函及(ii)適用於2014年6月23日舉行的本公司的股東特別大會的代表委任表格(統稱「**本次公司通訊**」)的中、英文本，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**」)，或已按安排隨附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「投資者關係」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方式，請填寫背面之變更申請表格及使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。若於香港投寄變更申請表格，閣下毋需貼上任何郵票。若於香港境外投寄變更申請表格，請附上合適郵費。變更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的公司通訊，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

列位登記股東 台照

代表
新世界百貨中國有限公司
公司秘書
胡玉桂
謹啟

2014年5月8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。

Name and Address of Registered Shareholder(s)

登記股東姓名及地址

CHANGE REQUEST FORM 變更申請表格

To: New World Department Store China Limited (the "Company")
c/o Tricor Investor Services Limited
Level 22, Hopewell Centre
183 Queen's Road East, 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
香港皇后大道東183號
合和中心22樓

I/We have already received printed copies 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.

I/We would like to change the choice of language version and/or means of receipt of all future Corporate Communications as indicated below:

(Please mark ONLY ONE "✓" of the following boxes)
(請在以下其中一個空格內劃上「✓」號)

- checkbox to receive English language version in printed form only;
checkbox to receive Chinese language version in printed form only;
checkbox to receive both English language version and Chinese language version in printed form; or
checkbox to access the Corporate Communications posted on the Websites using electronic means in lieu of receiving printed copies, and to receive email notification of the posting of the Corporate Communications on the Websites to my/our email address at:

Grid of boxes for email address input

(note 6) (附註6)

Please complete your details in the space provided below:
請在下列空格內填寫 閣下資料:

Shareholder's full name(s): (English 英文) Signature:
股東全名: (in block letters 請以正楷填寫) 簽署:
Contact telephone number: Date:
聯絡電話: 日期:

Notes: 附註:

- 1. Please complete all your details clearly. For the avoidance of doubt, we do not accept any special instructions written on this change request form.
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 change request form in order to be valid.
3. Any change request form with more than one box marked "✓", with no box marked "✓", with no signature or otherwise incorrectly completed will be void in full.
4. "Corporate Communications", "Current Corporate Communications" and "Websites" are as defined respectively in the notification of publication of corporate communications enclosed herewith.
5. 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.
6. If you do not provide your email address, a printed notification of publication of the 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.
7. Should you have any queries relating to this change request form, please call the enquiry hotline at (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 change request form to us.

No postage stamp is required for local mailing.

閣下寄回變更申請表格時, 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)