



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)

25 October 2010

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

Dear Sir or Madam,

NOTIFICATION OF PUBLICATION OF CORPORATE COMMUNICATIONS

We hereby notify you that both English language version and Chinese language version of a circular dated 25 October 2010 relating to notice of annual general meeting, re-election of the retiring directors, general mandate to issue shares and to repurchase shares (the “**Current Corporate Communications**”) 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 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
Wu Yuk-kwai, Catherine
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

我司現謹通知 閣下，一份日期為2010年10月25日有關股東週年大會通告、重選退任董事、發行股份及購回股份的一般授權的通函(「**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。

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

列位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
胡玉桂
謹啟

2010年10月25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

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/吾等要求收取所有日後之公司通訊的印刷本。(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：

Date: _____
日期：

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

Contact telephone number : _____
聯絡電話：

(Chinese 中文)

Notes:
附註：

1. “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。
2. Please mark “✓” in the appropriate box(es).
請在適當空格內劃上「✓」號。
3. 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)

*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)