



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)

5 April 2012

To: The Shareholders

Dear Sir or Madam,

NOTIFICATION OF PUBLICATION OF CORPORATE COMMUNICATIONS

We are pleased to inform you that both the English language version and Chinese language version of (i) a circular dated 5 April 2012 relating to the continuing connected transactions – master leasing agreement and master concessionaire counter agreement and (ii) a proxy form for use at the extraordinary general meeting of the Company to be held on 24 April 2012 (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 forms 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 enclosed 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. 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 notification 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

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 documents, 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)一份日期為2012年4月5日有關持續關連交易—綜合租賃協議及綜合專櫃協議的通函及(ii)一份適用於2012年4月24日舉行的本公司的股東大會的代表委任表格的中、英文本(統稱「**本次公司通訊**」)，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」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，請填寫隨附之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
胡玉桂
謹啟

2012年4月5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 have already received a printed copy of the Current Corporate Communications 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 all future Corporate Communications as indicated below:
本人/吾等希望改以如下所示方式收取所有日後之公司通訊之語言版本及/或收取方式之選擇:

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

- to receive English language version in printed form only;
只收取英文印刷本;
- to receive Chinese language version in printed form only;
只收取中文印刷本;
- to receive both English language version and Chinese language version in printed forms; or
同時收取中、英文印刷本; 或
- 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:
透過網站以電子方式收取公司通訊以替代印刷本, 並以電郵通知本人/吾等有關於網站登載之公司通訊, 請將電郵通知發送往本人/吾等之電郵地址:

(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)
股東全名: _____
(in block letters 請以正楷填寫)
_____ (Chinese 中文)

Signature: _____
簽署:

Address: _____
地址:

Contact telephone number: _____ Date: _____
聯絡電話: _____ 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 閣下清楚地填寫所有資料。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。
- 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 “✓”, with no box marked “✓”, with no signature or otherwise incorrectly completed will be void in full.
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 enclosed herewith.
「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 forms 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.
本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 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 the purpose.
如 閣下未有提供電郵地址, 我們將透過郵遞方式, 按 閣下於公司的股東名冊上所示之地址或任何由 閣下向我們提供作該用途的地址, 向 閣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.
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)
✂

Mail Label 郵寄標籤

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。

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)