



FY24 Interim Results Presentation

For the six months ended 31 December 2023

28 February 2024



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)
(Stock Code: 825)

Disclaimer

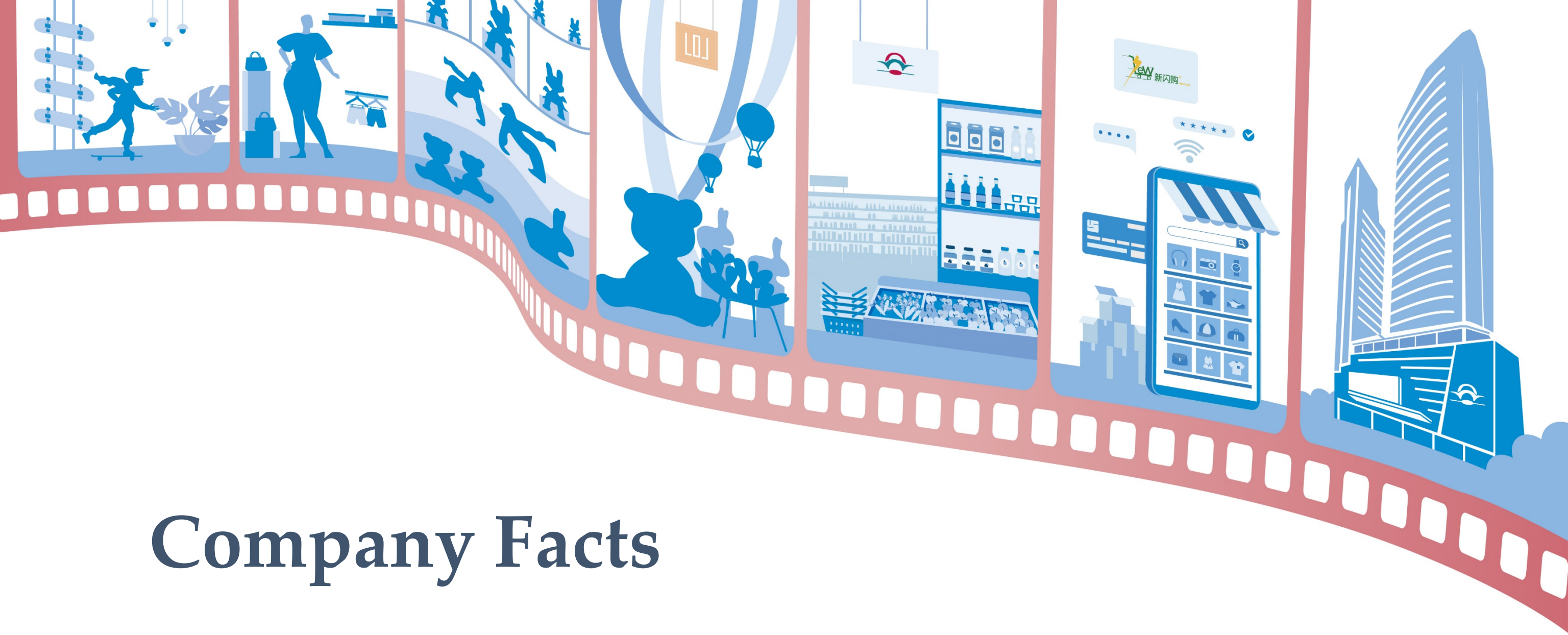
The information contained in our presentation is intended solely for your personal reference. In addition, such information contains projections and forward-looking statements that reflect the Company's current views with respect to future events and financial performance. These views are based on assumptions subject to various risks. No assurance can be given that future events will occur, that projections will be achieved, or that the Company's assumptions are correct. Actual results may differ materially from those projected.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

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Company Facts

Company Facts

Year of Establishment:	1993
Date of Listing on HKEx:	12 July 2007
HK Stock Code:	825
Issued Shares:	1,686,145,000
Shareholding Structure:	<ul style="list-style-type: none">• New World Development Company Limited: 74.99%• Public: 25.01%
Board of Directors:	<p>Non-executive Directors</p> <ul style="list-style-type: none">• Dr. Cheng Chi-kong, Adrian, SBS, JP (<i>Chairman</i>)• Ms. Chiu Wai-han, Jenny <p>Executive Directors</p> <ul style="list-style-type: none">• Ms. Xie Hui-fang, Mandy (<i>Chief Executive Officer</i>)• Mr. Cheung Fai-yet, Philip <p>Independent Non-executive Directors</p> <ul style="list-style-type: none">• Mr. Cheong Ying-chew, Henry• Mr. Chan Yiu-tong, Ivan• Mr. Tong Hang-chan, Peter• Mr. Yu Chun-fai• Ms. Ho Pui-yun, Gloria

Company Business



Core Business

- **22** “New World” (「新世界」) and “Ba Li Chun Tian” (「巴黎春天」) branded department stores and shopping malls
- **12** major locations in Mainland China
- Total GFA: **922,900** sq.m.

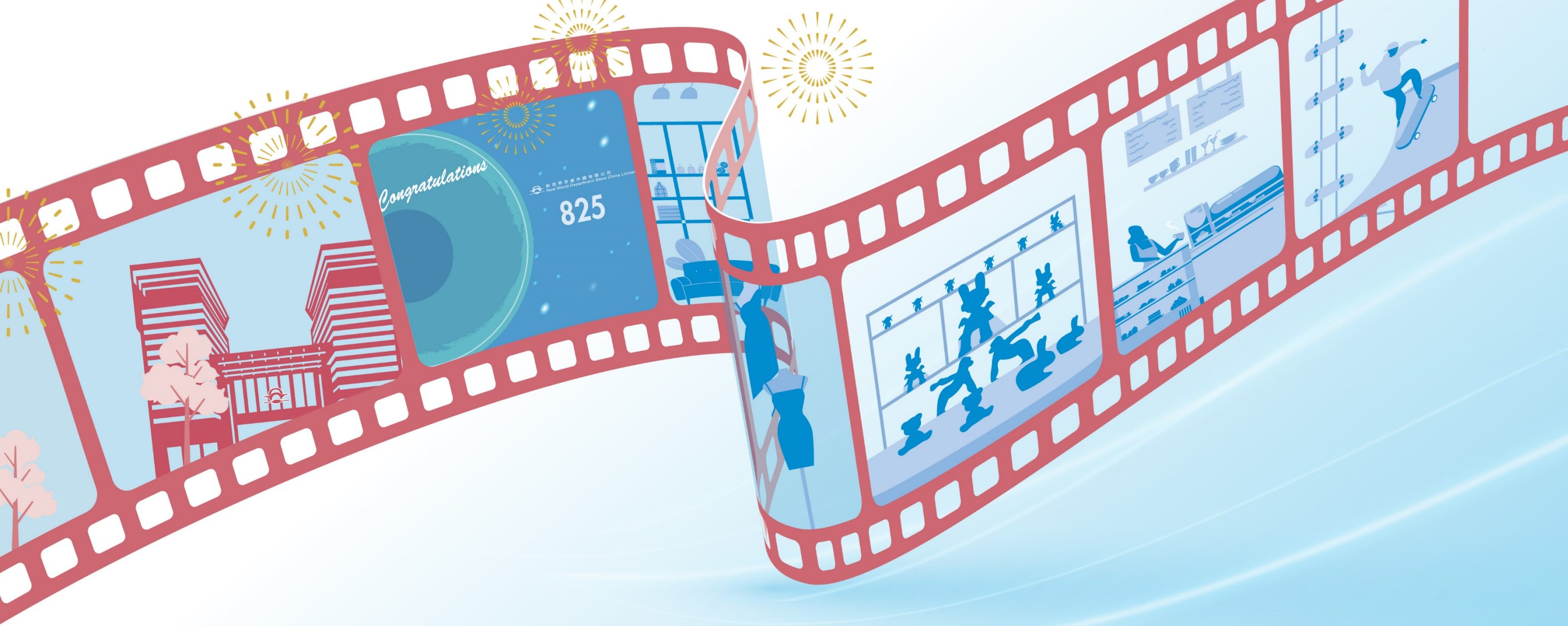
● Northern China Region: 12 Stores ● Southern China Region: 10 Stores

Company Business



PRIVATTE LABEL





Financial Highlights

Summary for 1HFY24

Same-store Sales Growth ('SSSG')

- SSSG for 1HFY24 was 3.3%, SSSG for 1HFY23 was -29.0%

Revenue

- Revenue for 1HFY24 was HK\$694.9 million compared with HK\$709.4 million in 1HFY23

Operating Profit for the Period

- Operating Profit for 1HFY24 was HK\$121.3 million. Operating loss for 1HFY23 was HK\$46.2 million

Profit for the Period

- Profit for the period was HK\$1.7 million. Loss for 1HFY23 was HK\$166.1 million

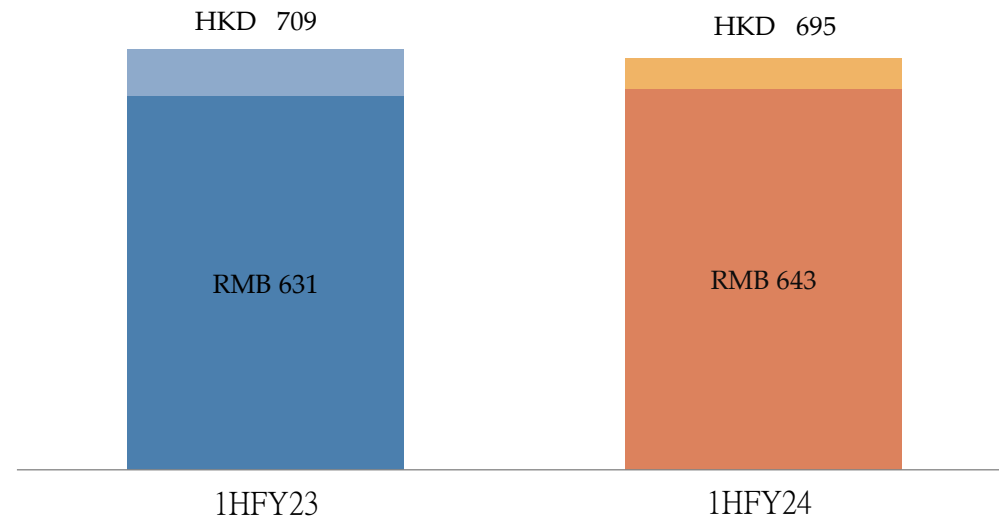
Earnings per Share

- Earnings per share for the period was HK\$0.001

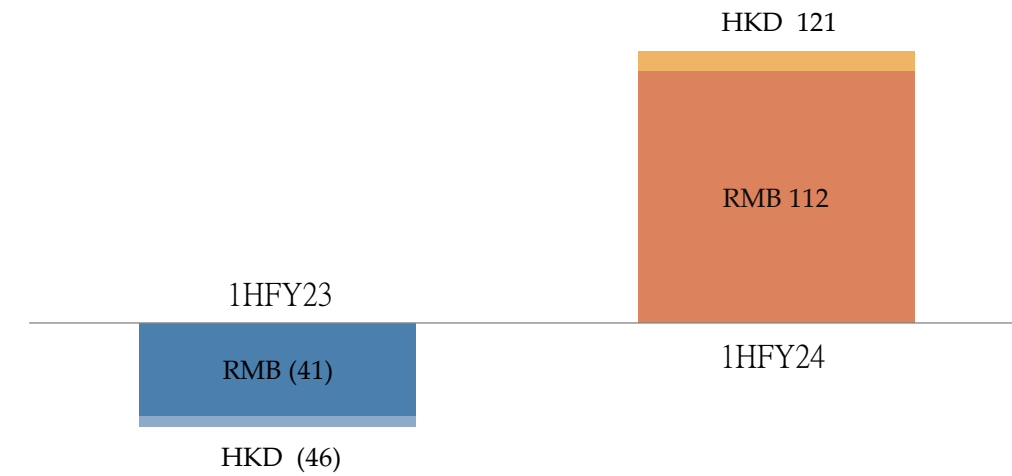
Financial Highlights

(HKD/RMB mn)

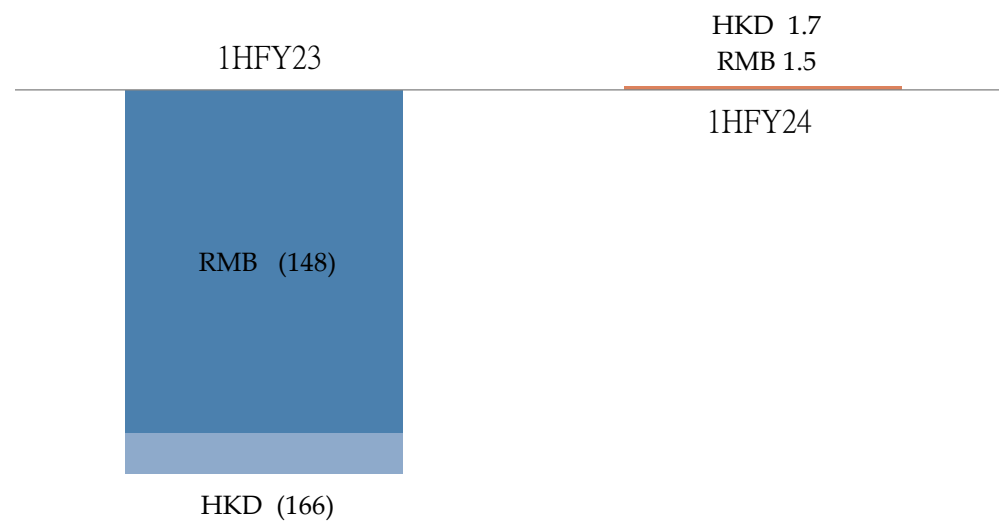
Revenue



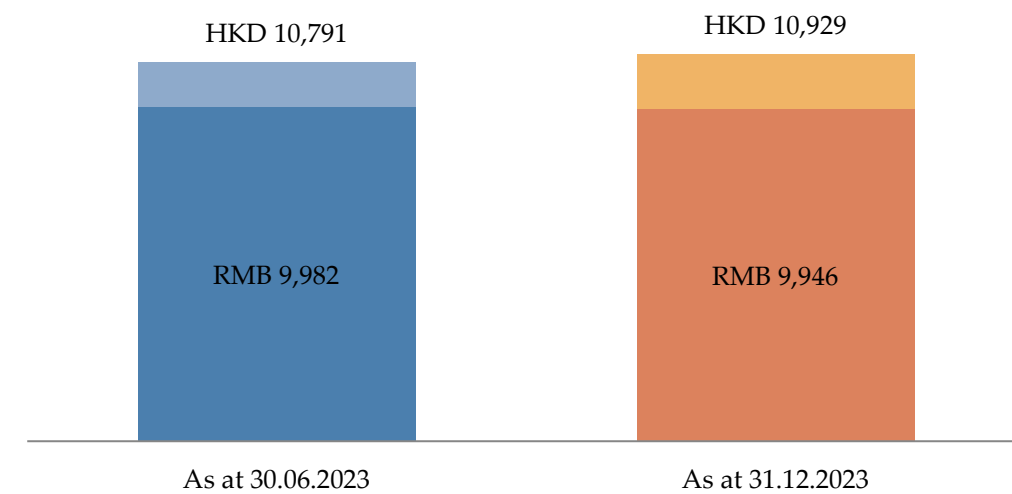
Operating (Loss)/Profit



Net (Loss)/Profit

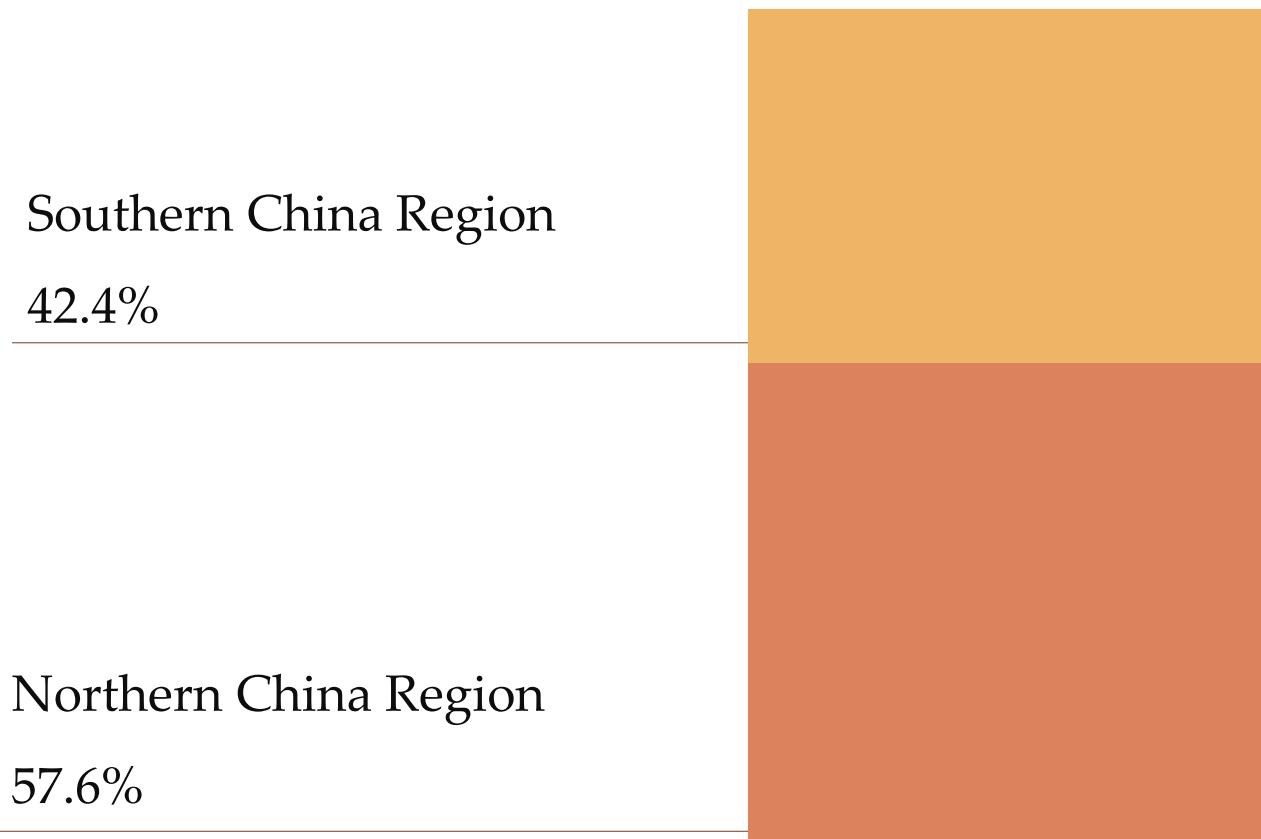


Total Assets

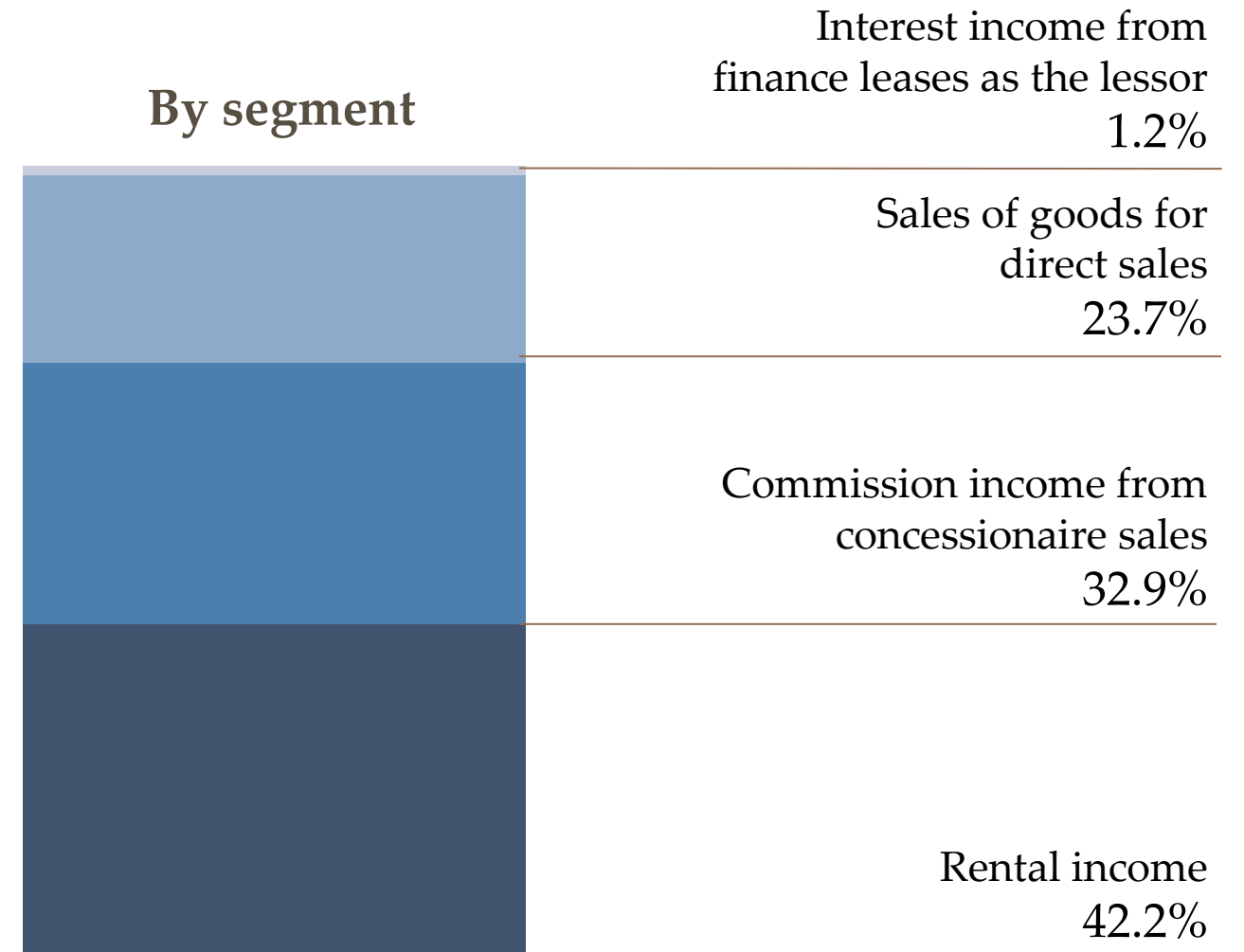


Revenue Breakdown

By region



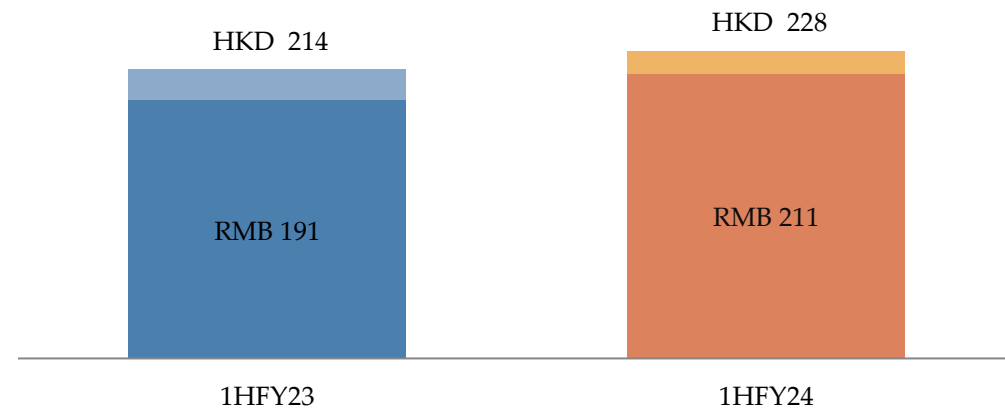
By segment



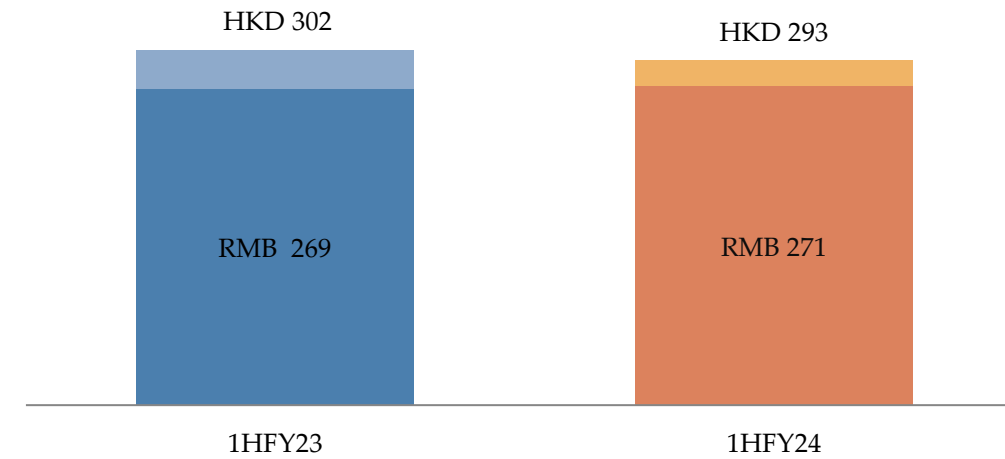
Revenue Analysis

(HKD/RMB mn)

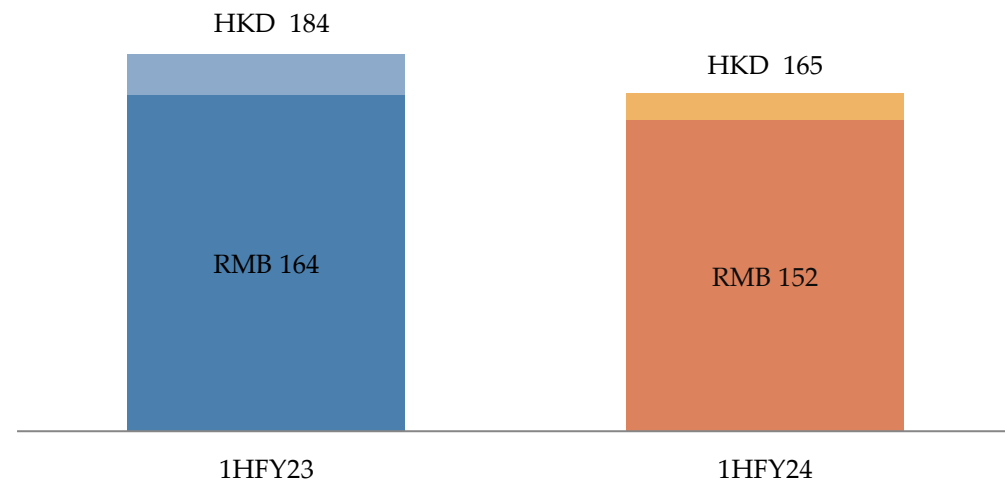
Commission Income from Concessionaire Sales



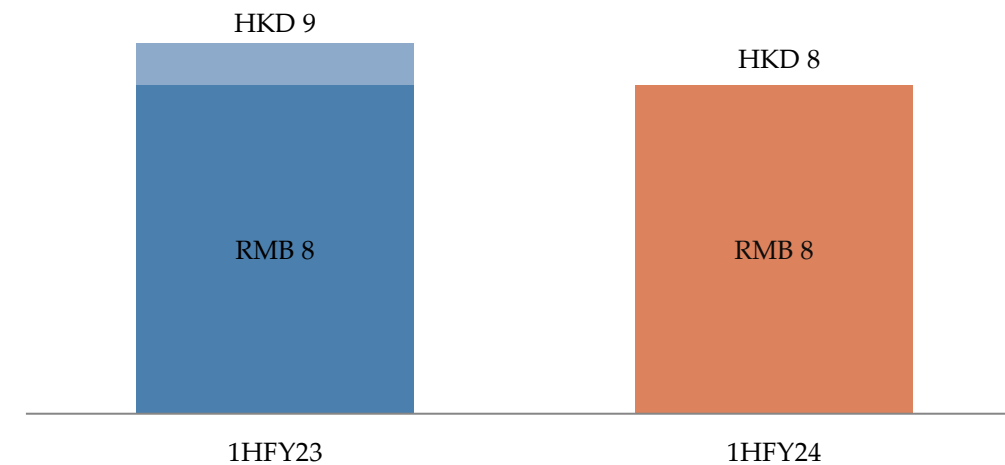
Rental Income



Sales of Goods for Direct Sales



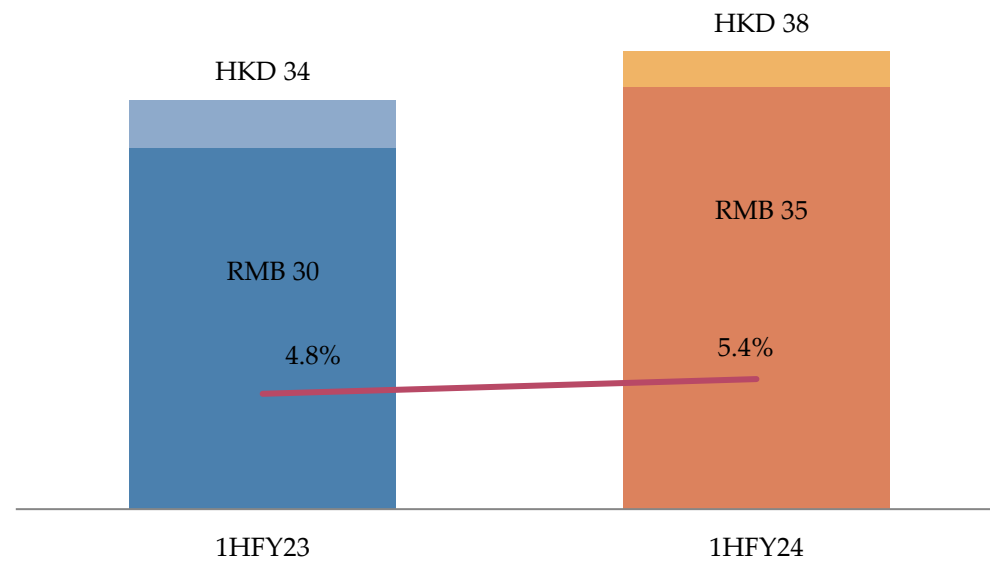
Interest Income from Finance Leases as the Lessor



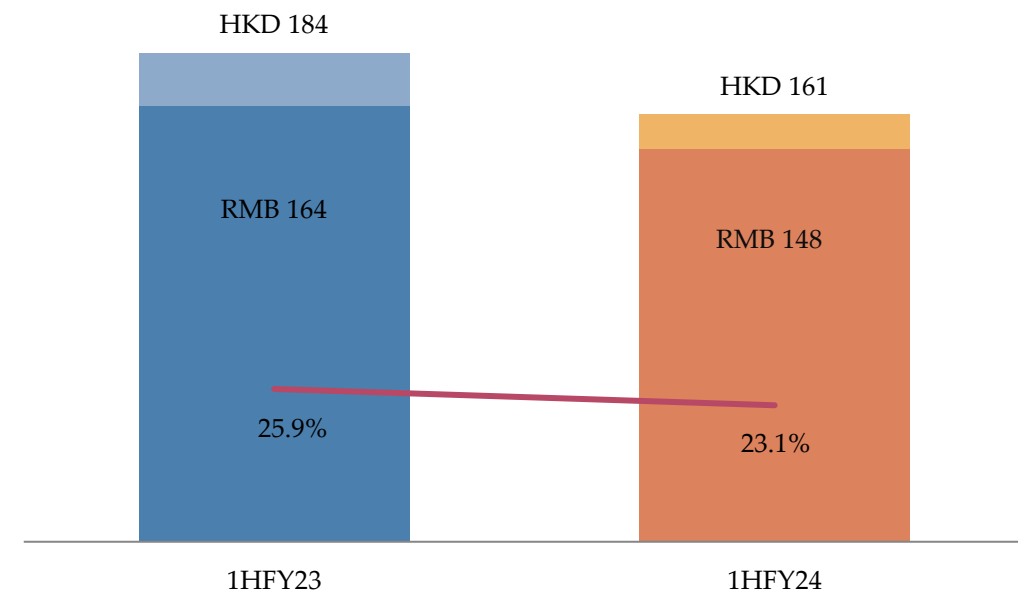
Expense Ratios

(HKD/RMB mn)

Rental Expense



Staff Expense

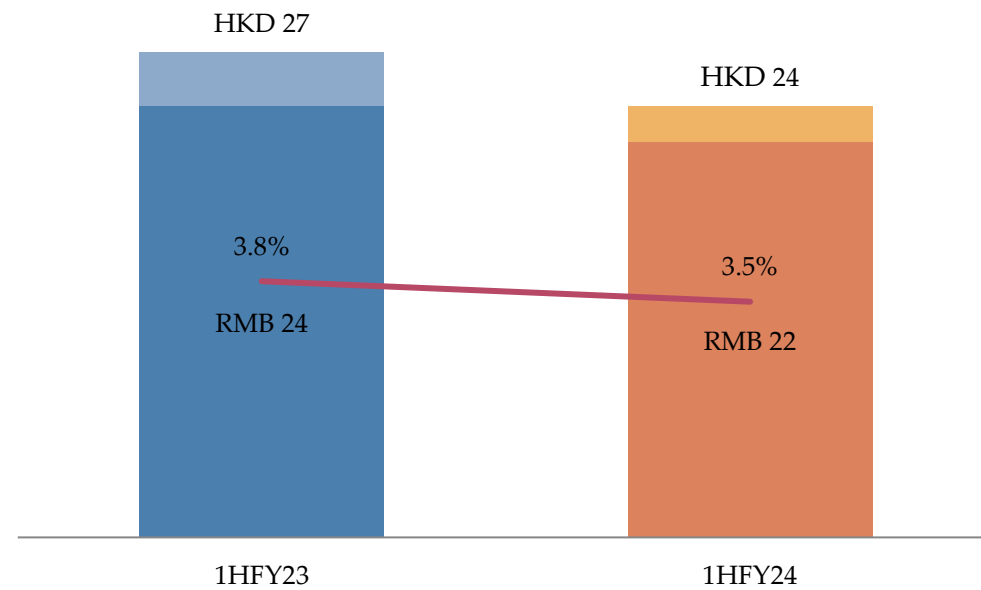


— % to Revenue

Expense Ratios

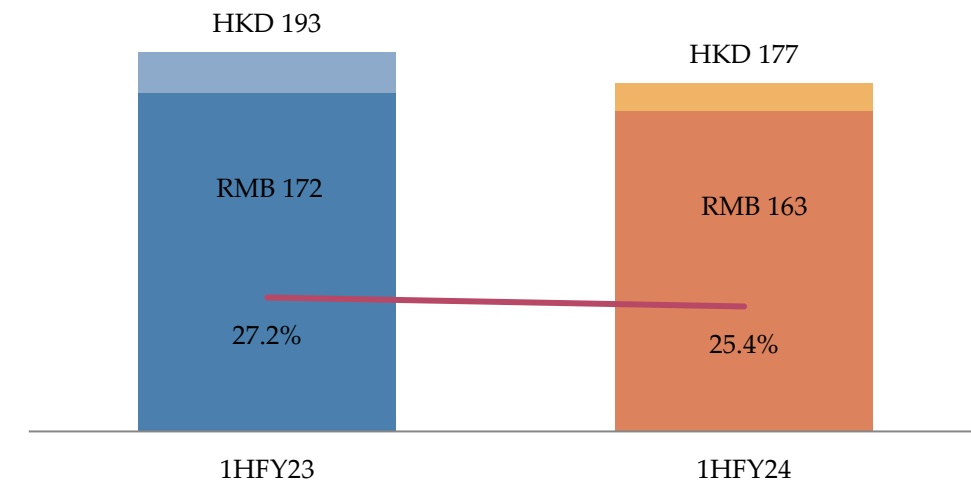
(HKD/RMB mn)

Selling, Promotion, Advertising & Related Expenses*



Depreciation

— % to Revenue



* This includes "Purchases of Promotion Items"



Retail Network

&

Store List

Retail Network



Beijing Chongwen Store



Beijing Trendy Store



Beijing Liying Store



Beijing Qianzi Store



Shanghai Wujiaochang Branch Store



Shanghai Huaihai Branch Store



Shanghai Pujian Branch Store



Lanzhou Store



Wuhan Jianshe Store



Wuhan Xudong Branch Store



Shanghai Baoshan Branch Store



Shanghai Chengshan Branch Store



Shanghai Tianshan Road Branch Store



Tianjin Store



Shenyang Jinqiao Road Trendy Plaza



Zhengzhou Store



Chongqing Store



Shanghai Shaanxi Road Branch Store



Nanjing Store



Changsha Trendy Plaza



Yantai Store

Northern China Region

● 12 Stores



Mianyang Store

Southern China Region

● 10 Stores

Northern China Region

(as at 31 December 2023)

● LOL Concept Shop ★ New World Supermarket

	Date of Opening	Approx. GFA (sq.m.)	
1. Beijing New World Department Store No. 3 and No. 5 Chongwenmenwai Street, Dongcheng District, Beijing, China	Jul 1998	117,200	★
2. Beijing New World Trendy Department Store Block A, Wanda Plaza, 93 Jianguo Road, Chaoyang District, Beijing, China	Mar 2007	31,200	●
3. Beijing New World Liying Department Store 16 Guangshun South Road, Wangjing, Chaoyang District, Beijing, China	Sep 2008	52,000	●
4. Beijing New World Qianzi Department Store 18 Xinchun Road, Shunyi District, Beijing, China	Sep 2010	55,600	
5. Tianjin New World Department Store 138 Dongma Road, Nankai District, Tianjin, China	Oct 1997	14,200	
6. Yantai New World Department Store Wanxiang Plaza, Qingquan Road, Laishan District, Yantai, Shandong Province, China	Dec 2013	55,600	★
7. Lanzhou New World Department Store 89 Zhangye Road, Chengguan District, Lanzhou, Gansu, China	Sep 2005	28,500	★
8. Shenyang New World Department Store – Jinqiao Road Trendy Plaza 3 Jinqiao Road, Dadong District, Shenyang City, Liaoning, China	May 2011	34,000	
9. Wuhan New World Department Store 566 Jian She Da Dao, Hankou, Wuhan, Hubei Province, China	Nov 1994	42,000	★
10. Wuhan New World Department Store – Xudong Branch Store 31 Xudong Dajie, Hongshan District, Wuhan, Hubei Province, China	Jan 2008	29,400	
11. Zhengzhou New World Department Store 57 Zijingshan Road, Guancheng Huizu District, Zhengzhou, China	Apr 2011	35,500	
12. Changsha New World Trendy Plaza 153 Wuyi Xi Road, Changsha, Hunan Province, China	Sep 2006	35,000	

Southern China Region

(as at 31 December 2023)

● LOL Concept Shop

	Date of Opening	Approx. GFA (sq.m.)	
1. Hong Kong New World Department Store – Shanghai Huaihai Branch Store 939-949 Central Huaihai Road, Huangpu District, Shanghai, China	Dec 2001	22,500	
2. Hong Kong New World Department Store – Shanghai Wujiaochang Branch Store 1 Songhu Road, Yangpu District, Shanghai, China	Dec 2006	44,000	
3. Hong Kong New World Department Store – Shanghai Pujian Branch Store 118 Pujian Road, Pudong New District, Shanghai, China	Sep 2007	46,000	
4. Hong Kong New World Department Store – Shanghai Baoshan Branch Store 888 Zhenhua Road, Baoshan District, Shanghai, China	Jan 2010	39,000	●
5. Hong Kong New World Department Store – Shanghai Chengshan Branch Store 1993 Chengshan Road, Pudong New District, Shanghai, China	Apr 2010	38,000	●
6. Hong Kong New World Department Store – Shanghai Shaanxi Road Branch Store No. 155 Changshou Road, Putuo District, Shanghai, China	Nov 2011	42,000	
7. Hong Kong New World Department Store – Shanghai Tianshan Road Branch Store 762 Tian Shan Road, Changning District, Shanghai, China	Aug 2013	43,000	
8. Nanjing New World Department Store 88 Zhujiang Road, Xuanwu District, Nanjing, Jiangsu, China	Nov 2007	41,200	
9. Chongqing New World Department Store Future International Building, No.6 Guanyinqiao, Pedestrian Street, Jiangbei District, Chongqing, China	Sep 2006	42,000	
10. Mianyang New World Department Store 72 Eastern Linyuan Road, Fucheng District, Mianyang City, Sichuan, China	Dec 2011	35,000	



Future Strategies

Future Strategies

Lift competitive edge in all directions through the “merchandises + services + experiences” approach.

Remain steadfast in further developing core offline department store business, reinforce innovation and transformation to cater to the changing consumer’s needs.

Strengthen the coordination of key resources and product categories, adjust and upgrade the positioning of branch stores, boost the brand image of our stores and diversify the customer experience.

With the members as the core, enrich services and experiences for members by optimising membership benefits, innovating business marketing and strengthening member interaction to increase the repurchase frequency and loyalty.

Continue to propel digital upgrade and reform, drive the integration of online and offline retail operations and all-channel development.



Thank You