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DATE OF BOARD MEETING

The board of directors (the "Board") of New World Department Store China Limited (the "Company") announces that a meeting of the Board will be held on Wednesday, 25 September 2024 for the purpose of, among other matters, approving the release of the annual results of the Company and its subsidiaries for the year ended 30 June 2024 and considering the recommendation on the payment of a final dividend.

By Order of the Board Chan Paul Hon Yin Company Secretary

Hong Kong, 12 September 2024

As at the date of this announcement, the non-executive Directors are Dr. Cheng Chi-kong, Adrian and Ms. Chiu Wai-han, Jenny; the executive Directors are Ms. Xie Hui-fang, Mandy and Mr. Cheung Fai-yet, Philip; and the independent non-executive Directors are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter, Mr. Yu Chun-fai and Ms. Ho Pui-yun, Gloria.