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POLL RESULTS OF THE ANNUAL GENERAL MEETING HELD ON 23 NOVEMBER 2010

The board of directors (the “**Board**”) of New World Department Store China Limited (the “**Company**”) is pleased to announce that at the annual general meeting of the Company held on 23 November 2010 (the “**AGM**”), all the resolutions (the “**Resolutions**”) as set out in the notice of the AGM dated 25 October 2010 (the “**AGM Notice**”) were approved by shareholders of the Company by way of poll at the AGM. Tricor Investor Services Limited, the Hong Kong branch share registrar and transfer office of the Company, was appointed as scrutineer for the poll at the AGM.

As at the date of the AGM, the total number of issued and fully paid up shares of the Company was 1,686,145,000 shares, which was the total number of shares entitling the holders to attend and vote for or against all the Resolutions at the AGM. There were no shares entitling the Shareholders to attend and only to vote against the Resolutions at the AGM.

The poll results in respect of the Resolutions proposed at the AGM were as follows:

| Resolutions | | Number of Votes (%) | |
|-------------|---|----------------------------|-----------------------|
| | | For | Against |
| 1. | To receive and consider the audited financial statements for the year ended 30 June 2010, the Report of the Directors and the Independent Auditor’s Report. | 1,401,661,374 (99.99%) | 154,000 (0.01%) |
| 2. | To declare a final dividend. (A final dividend of HK\$0.07 per share to registered shareholders on 23 November 2010) | 1,402,705,374 (100.00%) | 0 (0.00%) |
| 3. | (a) To re-elect Dr. Cheng Kar-shun, Henry as a Director. | 1,388,262,713 (99.28%) | 10,078,661 (0.72%) |
| | (b) To re-elect Mr. Cheng Chi-kong, Adrian as a Director. | 1,388,099,713 (99.27%) | 10,240,661 (0.73%) |

| | | | |
|----|---|---------------------------|------------------------|
| | (c) To re-elect Mr. Au Tak-cheong as a Director. | 1,389,612,713 (99.38%) | 8,727,661 (0.62%) |
| | (d) To re-elect Ms. Ngan Man-ying, Lynda as a Director. | 1,389,766,713 (99.39%) | 8,573,661 (0.61%) |
| | (e) To authorise the Board to fix the remuneration of Directors. | 1,402,546,374 (99.99%) | 158,000 (0.01%) |
| 4. | To re-appoint PricewaterhouseCoopers as Auditor and authorise the Board to fix their remuneration. | 1,402,549,374 (99.99%) | 155,000 (0.01%) |
| 5. | (1) To approve a general mandate to the Directors to issue shares not exceeding 20% of the existing issued share capital of the Company. | 1,267,241,137 (90.34%) | 135,463,237 (9.66%) |
| | (2) To approve a general mandate to the Directors to repurchase shares not exceeding 10% of the existing issued share capital of the Company. | 1,402,700,374 (99.99%) | 4,000 (0.01%) |
| | (3) To extend the general mandate to issue shares granted to the Directors pursuant to resolution no. 5.(1) above. | 1,267,250,137 (90.34%) | 135,454,237 (9.66%) |

Note: The nature of business of the Resolutions referred to in items 1 to 4 and the full text of the Resolutions referred to in items 5.(1) to 5.(3) are set out in the AGM Notice.

As more than 50% of the votes were casted in favour of each of the Resolutions, all the Resolutions proposed at the AGM were duly passed as ordinary resolutions of the Company.

By order of the Board
Wu Yuk-kwai, Catherine
Company Secretary

Hong Kong, 23 November 2010

As at the date of this announcement, the non-executive directors of the Company are Dr. Cheng Kar-shun, Henry and Mr. Au Tak-cheong; the executive directors of the Company are Mr. Cheng Chi-kong, Adrian, Mr. Cheung Fai-yet, Philip, Mr. Lin Tsai-tan, David, Mr. Wong Kwok-kan, Kenneth and Ms. Ngan Man-ying, Lynda; and the independent non-executive directors of the Company are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter and Mr. Yu Chun-fai.