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CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The board of directors (the “**Directors**” or the “**Board**”) of New World Department Store China Limited (the “**Company**”) hereby announces that the head office and principal place of business of the Company in Hong Kong will be changed to 7th Floor, 88 Hing Fat Street, Causeway Bay, Hong Kong with effect from 16 January 2012.

By order of the Board
New World Department Store China Limited
Wu Yuk-kwai, Catherine
Company Secretary

Hong Kong, 9 January 2012

As at the date of this announcement, the non-executive Directors are Dr. Cheng Kar-shun, Henry and Mr. Au Tak-cheong; the executive Directors 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 are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter and Mr. Yu Chun-fai.