



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)

Re-designation and Appointment of Senior Management

In order to enhance administration management and to cope with the needs of business growth, New World Department Store China Limited(“The Company”) announces that Mr. Lin Tsai-tan, David (“Mr. Lin”) , the Chief Operating Officer of the Company, has been re-designated as the Business Development Director of the Company, who will be mainly responsible for development of investment and acquisition projects, new project development and expansion with effect from 1 January 2012.

The Company also announces the appointment of Mr. Chan Yuk-cheun, Pius (“Mr. Chan”) as the Operations Director of the Company, main duties include business planning, business development goal setting, as well as store operation management with effect from 1 January 2012.

Mr. Chan Yuk-cheun, Pius

Mr. Chan Yuk-cheun, Pius, aged 37, joined the Company on 1 June 2011. Mr. Chan has keen market sense and extensive experience in retail and project development. Prior to joining the Company, he had held key positions in Hong Kong SPACE Creative Holdings Limited (Shanghai Branch) (“SPACE”), Chia Tai Commercial Real Estate Co., Ltd. (“CP Group”) and Insite Asset Management Group Ltd. During his tenure as Deputy General Manager (Leasing & Marketing) with SPACE, Mr. Chan has successfully developed several commercial real estate projects, such as Jin Mao Lifestyle Center and Yueda International Tower, etc. During his tenure as Vice President of tenant division at CP Group, he had successfully directed the re-positioning and business renovation of Super Brand Mall, making it a new landmark of Shanghai. During his stay at Insite Asset Management Group Ltd. as Corporate Leasing Strategy Director, in just 15 months, he had successfully completed the investment planning and management of four different types of retail and commercial property projects, including “Yueda 889 Square” with the theme of fashionable family life, etc. Mr. Chan graduated from the Fort Hays State University, United States and holds a Business Administration Degree. He then went to Royal Roads University, Canada for further studies and got a Master of Business Administration.

The Company would like to take this opportunity to welcome Mr. Chan and Mr. Lin taking the new position.

Hong Kong , 1 January 2012