


CORPORATE PROFILE

Golden Eagle Retail Group Limited (the “Company” or “Golden Eagle” and together with its subsidiaries, the Group) was incorporated in the Cayman Island as a limited liability on 20 September 2005. The shares of the Company were listed on The Stock Exchange of Hong Kong Limited (“Stock Exchange”) on 21 March 2006. In preparation for the listing, the Company has undergone reorganization, with the aim of carving out non-department store segments. Through reorganization, the Company finally became the controlling company of the Group. Our principal business is the operation of stylish premium department stores in the PRC under the  service logo.

The Group is a private enterprise engaging in the development and operation of a stylish premium department store chain in the PRC. The Group has six stylish premium department stores under the  service logo in Jiangsu province and Shaanxi province. These stores are located in Nanjing, Nantong, Yangzhou, Suzhou, Xuzhou and Xian. With our focus on the customers, the Group offers quality products and services to customers. The Group positions itself as a mid-and high-end department stores and aims at providing a series of prestigious merchandise from internationally and domestically renowned brand names, including apparel and accessories, cosmetics, gold, jewelry and timepieces, health products, household products, handicrafts, gifts, tobacco and wines, home appliances and electronic/telecommunication products, food stuff, sportswear and sportsgear, children’s wear, toys and children’s goods and others.

Having operated for 10 years, the Group has developed a reputable  service. The Group’s department stores are principally located in prime shopping districts in their respective cities. With the exception of Suzhou Store and Xi’an Store, all the Group’s department stores are located on the Group’s own property. The Group pays special attention to the needs of customers. Through the devoted effort of the Group, we have more than 260,000 VIP members. The Group has developed a standardized management system and corporate culture and achieve ISO9001 Quality Management System. The Group also developed the ERP system for the centralized management of chain stores. The ERP system makes the immediate transmission and common use of the data of six stores possible. The Group is now operating six chain department stores and has already achieved economies of scale and the unification of domestic operation strategies and international management vision.

The Group fully respects the dedication and contribution of our staff. Through regular training and assessment, the Group increases the staff’s ability for sustainable development. The Group acknowledges its social responsibilities, duties and care for the minority groups in society by making charitable donation to repay the society.

The Group will continue to capitalise on its advantages and open new stores in prime shopping locations of the target cities through purchase or rent of properties and mergers and acquisitions. With “integrity, passion, innovation, cooperation” as our value, “add value to our society, enriching everyone’s life” as our mission and with “to be the best in our field” as our vision, the Group will work towards the goal of becoming the leading stylish premium department store in the PRC.