



positioned itself at the middle to middle-upper end of the department store sector, offers a wide range of internationally renowned brands of consumer merchandise which can be broadly categorised into 4 categories, namely "fashion and apparel", "cosmetics and accessories", "household, electrical goods and others" and "groceries and perishables". The Group's main focus is on fashion "lifestyle" products, in particular the ladies' fashion and cosmetics targeting the young and contemporary markets.

Corporate Profile

The Company was incorporated in the Cayman Islands with limited liability on 3 August 2005 and the Company's shares were listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 30 November 2005. The Company underwent a group reorganisation (the "Group Reorganisation") to rationalise the structure of the Company and its subsidiaries, jointly controlled entities and associate (hereinafter collectively referred to as the "Group") in preparation for the listing.

The Company became the holding company of the Group on 9 November 2005. It is principally engaged in the ownership and operation of a large national network of department stores and supercentres in the People's Republic of China (the "PRC") under the brands of "Parkson" and "Xtra".

The Group owns and manages 37 "Parkson" branded department stores and 2 "Xtra" branded supercentres in prime locations in 26 major cities in the PRC including Beijing, Shanghai, Chongqing and Xi'an. The Group has



