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JUNEFIELD DEPARTMENT STORE GROUP LIMITED

莊勝百貨集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 758)

INSIDE INFORMATION - PROFIT WARNING ANNOUNCEMENT

This announcement is made by Junefield Department Store Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform the shareholders (the “Shareholders”) of the Company and potential investors that, based on the unaudited financial information currently available to the management, it is anticipated that the Group will record a net loss for the six months ended 30 June 2014 as compared to a net profit for the corresponding period in 2013. The anticipated loss is mainly attributable to the absence of contribution from the Group’s 49%-owned joint venture (“JV Company”) engaging in retail business in Wuhan, the People’s Republic of China, pending to the result of arbitration in an attempt to resolve the dispute on the term of the JV Company.

As the Company is still in the process of finalizing its interim results for the six months ended 30 June 2014, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the unaudited management accounts of the Group which has not been reviewed by the Company’s auditors and audit committee. Further details of the Group’s financial information will be disclosed in the interim results announcement which is expected to be released in August 2014.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Junefield Department Store Group Limited
Zhou Chu Jian He
Chairman

Hong Kong, 25 July 2014

As at the date of this announcement, the executive Directors are Mr. Zhou Chu Jian He (Chairman), Mr. Liu Zhongsheng (Chief Executive Officer), Mr. Zhou Jianren, Mr. Xiang Xianhong and Mr. Lei Shuguang; the non-executive Director is Mr. Jorge Edgar Jose Muñiz Ziches; and the independent non-executive Directors are Mr. Lam Man Sum, Albert, Mr. Cao Kuangyu and Mr. Cheung Ka Wai.

** For identification purpose only*