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Maoye International Holdings Limited

茂業國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 848)

ANNOUNCEMENT

HIGHLIGHTS OF THIRD QUARTER RESULTS OF MAOYE LOGISTICS FOR THE NINE MONTHS ENDED 30 SEPTEMBER 2014

This is an announcement made pursuant to the Inside Information provisions under part XIVA of the Securities and Futures Ordinance (Cap. 571) and Rule 13.09 of the Listing Rules.

The Board of Directors (the "**Board**") of Maoye International Holdings Limited ("the **Company**") is pleased to announce that Maoye Logistics, a subsidiary of the Company, has published its unaudited third quarter results for the nine months ended 30 September 2014 (the "**Reporting Period**") prepared pursuant to PRC GAAP.

Highlights

Total operating revenue decreased by 14.54% to RMB 1,348,500,462.08 as compared with the corresponding period of previous year;

Operating profit increased by 7.96% to RMB 115,241,431.30 as compared with the corresponding period of previous year;

Net profit attributable to owners of the parent increased by 2.19% to RMB 77,602,347.71 as compared with the corresponding period of previous year.

The key financial data and material information are set out as follows:

1 KEY ACCOUNTING DATA AND FINANCIAL INDICATORS

Currency: RMB

| | | 1 | Increase/Decrease of the Reporting Period as compared to the |
|---|--------------------------------------|--------------------------|---|
| | | Corresponding | corresponding |
| | | period of previous | period of previous |
| | Reporting Period (January- | year (January- | year |
| | September 2014) | September 2013) | (%) |
| Operating revenue Net profit attributable to | 1,348,500,462.08 | 1,577,973,677.66 | -14.54% |
| shareholders of Maoye Logistics Net profit after non-recurring gains and losses attributable to | 77,602,347.71 | 75,939,397.74 | 2.19% |
| shareholders of Maoye Logistics Net cash flows from operating | 80,392,887.98 | 76,127,641.11 | 5.31% |
| activities Basic earnings per share | 20,787,791.14 | 93,845,020.36 | -77.85% |
| (RMB/share) | 0.1742 | 0.1705 | 2.17% |
| Diluted earnings per share (RMB/share) Weighted average return on net | 0.1742 | 0.1705 | 2.17% Decreased by 0.31 |
| assets (%) | 6.50 | 6.81 | percentage point |

| | As at the end of the Reporting | As at the end of | Increase/Decrease at the end of the Reporting Period as compared with the end of previous |
|--|-----------------------------------|--------------------|---|
| | Period | previous year | year |
| | (as at 30 September | (as at 31 December | |
| | 2014) | 2013) | (%) |
| Total assets Net Assets attributable to | 1,738,005,433.20 | 1,722,215,377.80 | 0.92% |
| shareholders of Maoye Logistics | 1,222,249,751.82 | 1,163,263,910.46 | 5.07% |

| Items of non-recurring gains and losses | Amount from the beginning of the year (1 January 2014) to the end of the Reporting Period (RMB) |
|--|---|
| Disposal of non-current asset (including the write-off of provision for impairment of asset) | -572,390.95 |
| Government subsidies which are included in the current profits and losses (excluding government subsidies which are closely related to the business and granted in a fixed amount or sum according to uniform patients standard) | 620,000.00 |
| amount or sum according to uniform national standard) Excluding effective hedging business in the ordinary course of business of Maoye Logistics, profit/(loss) from changes in fair value arising from trading financial assets or trading financial liabilities held and investment gains from | 020,000.00 |
| disposal of trading financial assets, trading financial liabilities and financial assets available for sale | 45,730.48 |
| Other non-operating income and expenses other than the | +3,750.46 |
| above items | -2,421,668.34 |
| Less: Income tax effect | 461,117.78 |
| Effect on minority interests (after tax) | 1,093.68 |
| Total | -2,790,540.27 |

2 SIGNIFICANT EVENTS

Details of and reasons for material changes in the major financial statement items and financial indicators of Maoye Logistics

| | Increase/Decrease at the end of the Reporting Period (30 September 2014) as compared with the end of previous year | |
|----------------------|---|--|
| Statement items or | (31 December 2013) | Details of and main reasons for |
| financial indicators | (%) | changes |
| Accounts receivable | -57.83% | Accounts receivable decreased by RMB21,782,100 due to various factors including the impairment provision of RMB14,388,000 |

| Statement items or financial indicators | Increase/Decrease at the end of the Reporting Period (30 September 2014) as compared with the end of previous year (31 December 2013) (%) | Details of and main reasons for changes |
|--|--|---|
| | | made by Anhui Guorun Investment Development Co., Ltd. (安徽國潤投資發展有限公 司) (hereinafter referred to as Anhui Guorun), a subsidiary controlled by the Company, and the receipt of proceeds from property sales amounting to RMB5,700,000 by Chuzhou Maoye Investment Development Co., Ltd. (滁州茂業投資發展有 限公司), an indirect subsidiary controlled by the Company. |
| Other receivables | 249.96% | Other receivables increased by RMB7,748,400 due to the increase in transaction amount for the current period payable to Huainan Maoye Investment Development Co. Ltd. (淮南茂業 投資發展有限公司), an indirect subsidiary controlled by the Company. |
| Construction in progress | 50.59% | Construction in progress increased by RMB1,404,300 due to the investments in the Company's ERP system and in the decoration and transformation of the outlet named Jinyuan Supermarket. |

| Statement items or financial indicators | Increase/Decrease at the end of the Reporting Period (30 September 2014) as compared with the end of previous year (31 December 2013) (%) | Details of and main reasons for changes |
|--|--|--|
| Long-term deferred expenditures | 151.70% | Long-term deferred expenditures increased by RMB24,322,600 as a result of the investments made by Qinhuangdao Jinyuan Property Service Co., Ltd. (秦皇 島市金原商業管理有限責任公 司), a subsidiary controlled by the Company, in the transformation of Jinyuan Commercial Building (金原商 厦). |
| Deferred income tax assets | 34.96% | Deferred income tax assets increased by RMB2,223,100 due to the increase in deferred income tax assets as a result of the impairment provision for accounts receivable made by Anhui Guorun. |
| Taxes payable | 147.34% | Taxes payable increased by RMB49,120,800 due to the decrease in value added tax prepaid by the Company. |

| Statement items or financial indicators | Increase/Decrease at the end of the Reporting Period (January to September 2014) as compared with the same period of last year (January to September 2013)(%) | Details of and main reasons for changes |
|--|---|---|
| Finance costs | -382.65% | Finance costs decreased by RMB1,052,600 as no bank interest expense was recorded for the current period after the Company repaid its bank borrowings. |
| Impairment loss of assets | 51,274.28% | Impairment loss of assets increased by RMB14,473,600 as Anhui Guorun made impairment provision for accounts receivable. |
| Gain on changes in fair value | 212.20% | Gain on changes in fair value increased by RMB86,500 because the net value of the securities investment fund purchased by Anhui Guorun in 2009 recorded a year-on-year growth. |
| Net non-operating income and expenses | -1,871.32% | Net non-operating income and expenses decreased by RMB2,253,600 due to the loss on disposal of assets as a part of the decoration and transformation of the Company's outlet. |
| Income tax expenses | 58.69% | Income tax expenses for the Reporting Period increased by RMB4,606,000 due to the shutdown and transformation of the Qinhuangdao Shopping Mall (秦皇島商城), a store owned by the Company, in the same period of last year and the tax payable for the operating profits of the current period. |

| Statement items or financial indicators | Increase/Decrease at the end of the Reporting Period (January to September 2014) as compared with the same period of last year (January to September 2013)(%) | Details of and main reasons for changes |
|---|---|--|
| Other comprehensive income items which cannot be reclassified into profit or loss in subsequent accounting periods | | Other comprehensive income items which cannot be reclassified into profit or loss in subsequent accounting periods increased from nil in the same period of last year to RMB95,400 in the current period due to the settlement by CSDCC Shenzhen Branch of the Company's gains on fractional shares historically arising from matters such as profit distribution and remittance thereof to our corporate account. |
| Net cash flows from operating activities | -77.85% | Net cash flows from operating activities decreased by RMB73,057,200 due to the year-on-year decrease in sales proceeds received in advance. |
| Net cash flows from financing activities | 89.45% | Net cash flows from financing activities increased by RMB158,706,800 because no bank borrowing repayment and interest expense was recorded in the current period. |

3 APPENDIX

The consolidated balance sheet, consolidated income statement and consolidated cash flow statement below are prepared by Maoye Logistics, which have not been reviewed or audited by the auditors of Maoye Logistics or the Company.

3.1 Consolidated Balance Sheet (as at 30 September 2014)

| Item | As at 30 September 2014 <i>RMB</i> | As at 1 January 2014 <i>RMB</i> |
|---------------------------------------|--|---------------------------------------|
| Current assets: | | |
| Cash and bank balance | 158,830,881.74 | 190,356,057.52 |
| Trading financial assets | 760,517.71 | 714,787.23 |
| Accounts receivable | 15,884,185.63 | 37,666,261.85 |
| Prepayments | 5,502,088.20 | 4,587,659.51 |
| Other receivables | 10,848,275.98 | 3,099,867.64 |
| Inventories | 682,487,156.76 | 656,591,122.75 |
| Other current assets | 35,349,372.82 | 0 |
| Total current assets | 909,662,478.84 | 893,015,756.50 |
| Non-current assets: | | |
| Available-for-sale equity investments | 5,000,000.00 | 5,000,000.00 |
| Investment properties | 251,997,466.14 | 259,498,304.46 |
| Fixed assets | 478,820,314.15 | 492,203,337.46 |
| Construction in progress | 4,180,202.98 | 2,775,870.59 |
| Intangible assets | 38,396,254.52 | 46,319,096.02 |
| Long-term deferred expenditures | 40,356,071.95 | 16,033,443.10 |
| Deferred tax assets | 8,581,502.35 | 6,358,427.40 |
| Other non-current assets | 1,011,142.27 | 1,011,142.27 |
| Total non-current assets | 828,342,954.36 | 829,199,621.30 |
| Total assets | 1,738,005,433.20 | 1,722,215,377.80 |

| Item | As at 30 September 2014 <i>RMB</i> | As at 1 January 2014 <i>RMB</i> |
|--|--|---------------------------------------|
| Current liabilities: | | |
| Accounts payable | 166,949,314.12 | 218,146,204.11 |
| Advances from customers | 244,293,911.38 | 273,207,456.49 |
| Staff remuneration payable | 11,305,918.86 | 15,243,320.08 |
| Taxes payable | 15,782,861.14 | -33,337,914.66 |
| Dividend payable | 874,026.67 | 874,026.67 |
| Other payables | 66,284,959.55 | 73,640,454.08 |
| Total current liabilities | 505,490,991.72 | 547,773,546.77 |
| Non-current liabilities: | | |
| Expected liabilities | 3,389,148.74 | 4,003,627.00 |
| Other non-current liabilities | 2,310,679.75 | 2,561,231.58 |
| Total non-current liabilities | 5,699,828.49 | 6,564,858.58 |
| Total liabilities | 511,190,820.21 | 554,338,405.35 |
| Owner's equity (or shareholders' | | |
| equity): | | |
| Paid-up capital (or share capital) | 445,521,564.00 | 445,521,564.00 |
| Capital reserve | 417,555,182.09 | 417,459,829.28 |
| Surplus reserve | 38,476,426.68 | 38,476,426.68 |
| Undistributed profit | 320,696,579.05 | 261,806,090.50 |
| Total equity attributable to owners of | | |
| the parent | 1,222,249,751.82 | 1,163,263,910.46 |
| Minority interests | 4,564,861.17 | 4,613,061.99 |
| Total owners' equity | 1,226,814,612.99 | 1,167,876,972.45 |
| Total liabilities and owners' equity | 1,738,005,433.20 | 1,722,215,377.80 |

3.2 Consolidated Income Statement (January to September 2014)

| Ite | m | For the nine months ended 30 September 2014 RMB | For the nine months ended 30 September 2013 RMB |
|-----|--------------------------------------|--|--|
| 1. | Total operating revenue | 1,348,500,462.08 | 1,577,973,677.66 |
| | Including: Operating revenue | 1,348,500,462.08 | 1,577,973,677.66 |
| 2. | Total cost of operations | 1,233,804,761.26 | 1,471,690,802.78 |
| | Including: Operating cost | 1,063,526,557.18 | 1,303,862,772.68 |
| | Business tax and surcharges | 23,618,001.96 | 27,088,760.57 |
| | Selling expenses | 96,750,604.50 | 105,991,864.51 |
| | Administrative expenses | 36,185,285.90 | 34,444,089.37 |
| | Finance costs | -777,537.52 | 275,087.81 |
| | Impairment loss of assets | 14,501,849.24 | 28,227.84 |
| | Add: Gain on changes in fair | | |
| | value: (loss stated with "-") | 45,730.48 | -40,759.77 |
| | Investment income (loss stated | | |
| | with "-") | 500,000.00 | 500,000.00 |
| 3. | Operating profit (loss stated | | |
| | with "-") | 115,241,431.30 | 106,742,115.11 |
| | Add: Non-operating income | 1,831,291.73 | 310,306.88 |
| | Less: Non-operating expenses | 4,205,351.02 | 430,736.51 |
| | Including: Loss from disposal of | | |
| | non-current assets | 758,644.01 | 10,379.61 |
| 4. | Total profit (loss stated with "-") | 112,867,372.01 | 106,621,685.48 |
| | Less: Income tax | 35,313,225.12 | 30,781,193.25 |
| 5. | Net profit (loss stated with "-") | 77,554,146.89 | 75,840,492.23 |
| | Net profit attributable to owners | | |
| | of the parent | 77,602,347.71 | 75,939,397.74 |
| | Profit (loss) of minority interests | -48,200.82 | -98,905.51 |
| 6. | Earnings per share: | | |
| | (1) Basic earnings per share | 0.1742 | 0.1705 |
| _ | (2) Diluted earnings per share | 0.1742 | 0.1705 |
| 7. | Other comprehensive income | 95,352.81 | 0 |
| 8. | Total comprehensive income | 77,649,499.70 | 75,840,492.23 |
| | Total comprehensive income | | |
| | attributable to owners of the | | 75 020 207 74 |
| | parent | 77,697,700.52 | 75,939,397.74 |
| | Total comprehensive income | 10 000 00 | 00 005 51 |
| | attributable to minority | -48,200.82 | -98,905.51 |

| 3.4 | Consolidated | Cash | Flow | Statement | (January | to | September | 2014) |
|-----|--------------|------|------|-----------|----------|----|-----------|-------|
|-----|--------------|------|------|-----------|----------|----|-----------|-------|

| Item | | For the nine months ended 30 September 2014 RMB | For the nine months ended 30 September 2013 RMB |
|------|------------------------------------|--|--|
| 1. | Cash flows from operating | | |
| | activities | | |
| | Cash received from product sales | | |
| | and rendering of services | 1,464,105,272.29 | 1,786,842,866.01 |
| | Tax refunds received | 11,044.76 | 0 |
| | Other cash received relating to | | |
| | operating activities | 13,958,890.88 | 3,364,573.13 |
| | Sub-total of cash inflows from | 1 470 075 207 02 | 1 700 207 420 14 |
| | operating activities | 1,478,075,207.93 | 1,790,207,439.14 |
| | Cash paid for purchase of goods | 1 255 101 014 20 | 1 460 252 502 26 |
| | and receipt of services | 1,255,181,914.39 | 1,460,252,502.26 |
| | Cash paid to and on behalf of | 61,496,394.14 | 64,357,258.77 |
| | employees Taxes and levies paid | 92,508,402.42 | 102,239,240.19 |
| | Other cash paid relating to | 92,300,402.42 | 102,239,240.19 |
| | operating activities | 48,100,705.84 | 69,513,417.56 |
| | Sub-total of cash outflows from | +0,100,705.0+ | 07,515,417.50 |
| | operating activities | 1,457,287,416.79 | 1,696,362,418.78 |
| | Net cash flow from operating | 1,107,207,110.79 | 1,070,302,110.70 |
| | activities | 20,787,791.14 | 93,845,020.36 |
| 2. | Cash flows from investment | 20,707,77111 | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| | activities: | | |
| | Cash received from investment | | |
| | income | 500,000.00 | 500,000.00 |
| | Net cash received from disposal of | | |
| | fixed assets, intangible assets | | |
| | and other long-term assets | 1,359,840.36 | 0 |
| | Sub-total of cash inflows from | | |
| | investment activities | 1,859,840.36 | 500,000.00 |
| | Cash paid for acquisition and | | |
| | construction of fixed assets, | | |
| | intangible assets and other | | |
| | long-term assets | 35,460,948.12 | 27,698,147.85 |
| | Sub-total of cash outflows from | | |
| | investment activities | 35,460,948.12 | 27,698,147.85 |
| | Net cash flow from investment | | |
| | activities | -33,601,107.76 | -27,198,147.85 |

| Item | | For the nine m onths ended 30 September 2014 RMB | For the nine m onths ended 30 September 2013 RMB |
|------|---|---|---|
| 3. | Cash flows from financing | | |
| | activities: | | |
| | Cash repayments of debts | 0 | 164,000,000.00 |
| | Cash payment for interest expenses and distribution of | | |
| | dividend or profit | 18,711,859.16 | 13,418,629.45 |
| | Sub-total of cash outflows from | | |
| | financing activities | 18,711,859.16 | 177,418,629.45 |
| | Net cash flow from financing | | |
| | activities | -18,711,859.16 | -177,418,629.45 |
| 4. | Effect of foreign exchange rate | | |
| | change on cash and cash | | |
| | equivalents | 0 | 0 |
| 5. | Net increase in cash and cash | | |
| | equivalents | -31,525,175.78 | -110,771,756.94 |
| | Add: Cash and cash equivalents at | | |
| | the beginning of the period | 190,356,057.52 | 298,465,458.23 |
| 6. | Cash and cash equivalents at the | | |
| | end of the reporting period | 158,830,881.74 | 187,693,701.29 |

DEFINITIONS

"Maoye Logistics" Maoye Logistics Corporation Ltd., a subsidiary of the Company and a joint stock limited company established in the PRC and listed on the Shenzhen Stock Exchange (stock code: 000889). As at the date of this announcement, the Company holds 208,074,832 shares in Maoye Logistics through Zhongzhao Investment, representing approximately 46.7% of its issued share capital;

"Company" Maoye International Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the issued shares of which are listed on the main board of the Stock Exchange;

| "Listing Rules" | Rules Governing the Listing of Securities on the Stock Exchange; |
|---------------------------|--|
| "PRC GAAP" | The PRC Accounting Standards and its supplementary Regulations; |
| "Stock Exchange" | The Stock Exchange of Hong Kong Limited; and |
| "Zhongzhao Investment" | Zhongzhao Investment Management Co., Ltd. (中兆投 資管理有限公司), a wholly-owned subsidiary of the Company incorporated in the PRC. |
| | By Order of the Board Maoye International Holdings Limited Mr. Huang Mao Ru |
| | Chairman |

24 October 2014, Hong Kong

As at the date of this announcement, the Board comprises four executive directors, namely, Mr. Huang Mao Ru, Mr. Zhong Pengyi, Ms. Wang Fuqin and Mr. Wang Bin; and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.