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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)**

## PROFIT ALERT

This announcement is made by New World Department Store China 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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Based on a preliminary assessment by the Company’s management on the unaudited consolidated financial statements of the Group, the board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected that the profit attributable to the Shareholders for the year ended 30 June 2018 would decrease substantially by approximately 90% as compared to the year ended 30 June 2017. Such decrease in the profit attributable to the Shareholders was mainly attributable to the recognition of (i) an estimated impairment loss on goodwill; (ii) an estimated impairment loss on property, plant and equipment; and (iii) an estimated impairment loss on prepayments and deposits.

Without taking into account the aforesaid impairment loss on goodwill, impairment loss on property, plant and equipment and impairment loss on prepayments and deposits, the profit attributable to the Shareholders for the year ended 30 June 2018 would be at a similar level as compared to the year ended 30 June 2017, after making corresponding adjustments for the items of the same nature in the last financial year.

The information contained in this announcement is only based on the preliminary assessment by the Board in accordance with the unaudited consolidated management accounts of the Group up to the date of this announcement, and is not based on any information or figures which have been audited or reviewed by the Company’s auditors and may be subject to possible adjustments. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 30 June 2018 which is expected to be announced in September 2018.

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

By order of the board of  
**New World Department Store China Limited**  
**Dr. Cheng Kar-shun, Henry**  
*Chairman*

Hong Kong, 17 August 2018

*As at the date of this announcement, the non-executive Directors are Dr. Cheng Kar-shun, Henry and Mr. Au Tak-cheong; the executive Directors are Dr. Cheng Chi-kong, Adrian and Mr. Cheung Fai-yet, Philip; and the independent non-executive Directors are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter and Mr. Yu Chun-fai.*