

# Corporate Profile

Intime Department Store (Group) Limited (“Intime Department Store” or the “Company”) was incorporated in the Cayman Islands with limited liability on 8 November 2006. The Company’s shares were listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) on 20 March 2007. Pursuant to a reorganization arrangement of the Group in preparation for the listing on the Stock Exchange (the “Reorganization”), the Company became the holding company of the domestic operating entities engaging in department store business and their subsidiaries.

The Group commenced its department store business in 1998 when its first department store was established in Hangzhou, namely the Hangzhou Wulin Store. After eight years of development, the Group has developed into a large-scale department store chain in Zhejiang that owns five department stores and holds equity interests in two domestic listed department store companies.

The Group currently wholly owns five department stores located in the principal cities within Zhejiang province, with one store each in Hangzhou, Wenzhou and Jinhua, and two in Ningbo. The Group has become the largest department store chain in Zhejiang province in terms of sales. In terms of sales per square meter, the operating results of the Group’s flagship Hangzhou Wulin store outperforms its peers within Zhejiang province.

The Group sets “Bring you a new lifestyle” as its motto and targets youth and modern families as major customers. The Group positions its sales in the medium to high-end merchandise with a commitment to offer excellent shopping experiences.