



Corporate Profile

NEW WORLD DEPARTMENT STORE: QUALITY MERCHANDISE FOR QUALITY LIVING

New World Department Store China Limited is the retail flagship of New World Development Company Limited, which owns 72% shares of the Group. As one of the largest owners and operators of department stores in Mainland China, the Group was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited in 2007. After decades of hard work, the Group has been widely recognized as a retailer of quality merchandise and a symbol of quality living.

SECURING STRATEGIC FOOTHOLDS: OUR NETWORK

To establish ourselves as a leading department store operator in Mainland China, the Group has been proactively expanding our store network across the country. As at 30 June 2013, we operated and managed 36 self-owned stores and five managed stores in Mainland China with a total gross floor area of approximately 1,513,940 square meters, including 31 "New World" branded department stores and 10 "Ba Li Chun Tian" (巴黎春天) branded department stores in Shanghai, covering 20 major cities in Mainland China, including Wuhan, Shenyang, Harbin, Tianjin, Ningbo, Beijing, Shanghai, Dalian, Kunming, Lanzhou, Changsha, Chongqing, Chengdu, Anshan, Nanjing, Zhengzhou, Mianyang, Yancheng, Xi'an and Yanjiao.

TAPPING INTO CHINA'S GROWING AFFLUENCE: OUR TARGET MARKET

Our goal is to develop our stores as "Living Galleries" for one-stop shopping and "Fashion Galleries" for themed shopping. "Living Galleries" target people of all ages and both genders, with 20% to 30% of store operating area being reserved for complementary facilities, such as supermarkets, restaurants, fitness centers, beauty salons, children's playgrounds, to satisfy people from all walks of life. "Fashion Galleries" are positioned as "Trendy" department stores with the elements of "Characters" and "Taste", emphasizing "Mix & Match" by introducing exclusive brands and merchandises. Our revenue is mainly derived from four sources: commission income from concessionaire sales, sales of goods for direct sales and rental income in our self-owned stores, and management and consultancy fees.

EFFICIENT MANAGEMENT: OUR ORGANIZATIONAL STRUCTURE

For organizational structure, the Group adopts an efficient three-tier management structure which comprises central management, regional management and local management. Operation-wise, we divide our national store network into three operating regions and nine operating districts that leverage a central pool of administrative support in human resources, finance and corporate communications to enable higher level of flexibility on resource deployment.

PROFESSIONALISM FROM TOP TO BOTTOM: OUR PEOPLE

As at 30 June 2013, the Group employed 6,616 people, with the majority being local recruits. Well-trained and motivated, the whole crew is united under the leadership of a management team with over two-decade relevant experience in pursuit of our vision and mission.

