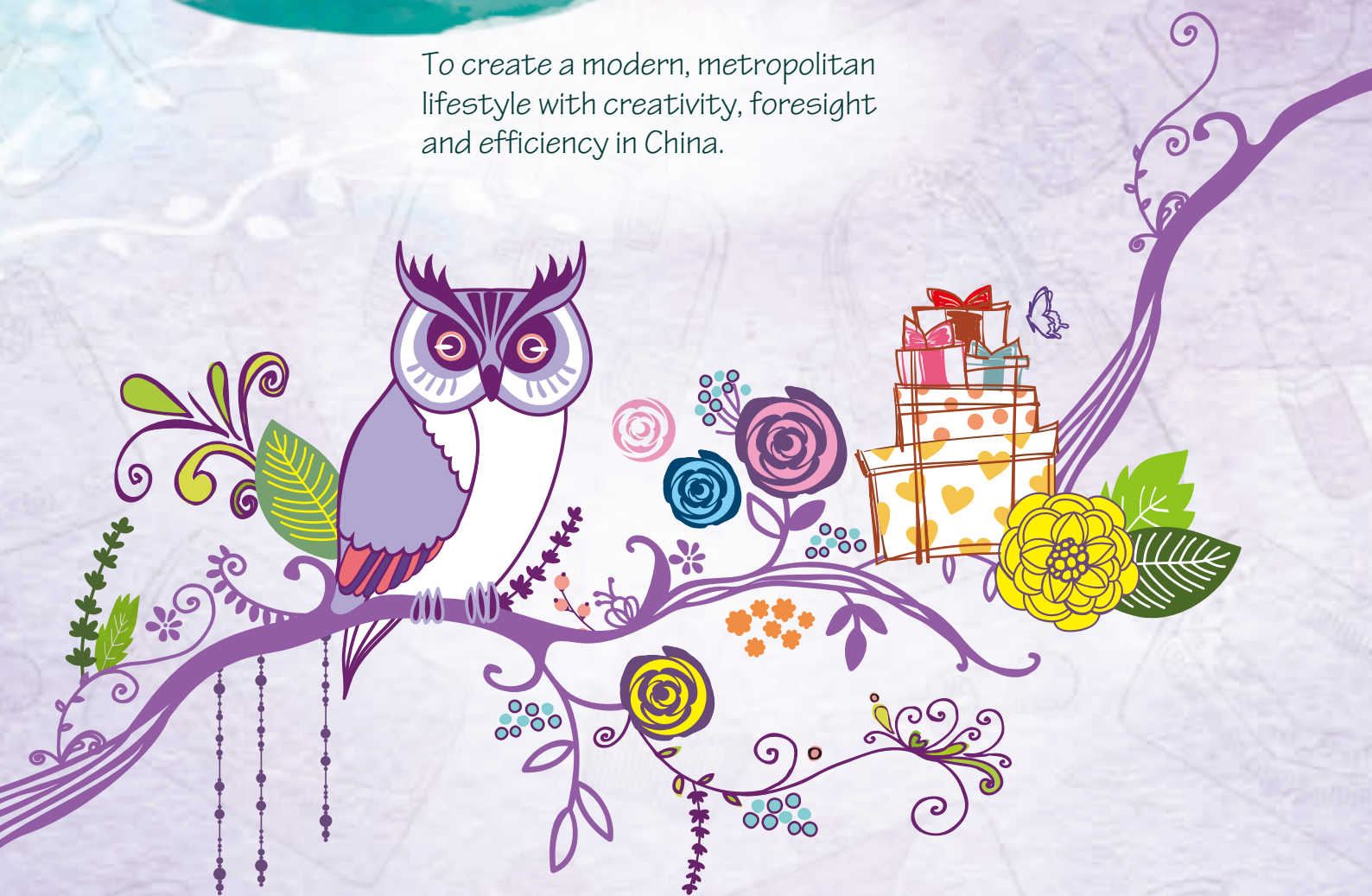




# Mission

To create a modern, metropolitan lifestyle with creativity, foresight and efficiency in China.





A decorative graphic featuring a purple vine with small red flowers, a large pink rose, and green leaves with yellow veins, positioned above the 'Goal' text.

# Goal

To be China's most influential department store chain operator with the highest efficiency.

# Conviction

- Serve customers with integrity, sense of responsibility and a win-win mindset;
- Develop with innovative, scientific and effective measures;
- Anticipate market changes with foresight, revolutionary move and flexibility;
- Enhance quality with prudence, efficacy and professionalism;
- Nurture talents with respect, care and trust.