



Milestones



1

2012

SEPTEMBER

- Announced the signing of Shanghai 118 self-owned store project ("Shanghai 118 Project") and managed store project in Sanhe City, Hebei Province ("Yanjiao Project"), further strengthening the Group's leading position in its footholds in Shanghai and the Capital Economic Circle
- The new managed Ningbo Beilun Store, positioned as a one-stop shopping "Living Gallery" with a GFA of approximately 60,000 sq. m., commenced operation **1**

OCTOBER

- "The 2nd NWDS Spokesperson" Guessing Contest Unveiling cum Contract Signing Ceremony was grandly held at Shanghai Shaanxi Road Branch Store together with the Closing Ceremony of NWDS Chief-Sponsored Movie "Fall in Love"
- Jointly organized an exhibition tour, "Michael Jackson's Wardrobe - Gorgeous 25 Years", with Ponte 16 Resort, Macau once again in three mainland cities, displaying over 50 rare pieces of Michael Jackson collection **2**



2



3

- Won "Citation for Excellence in Mainland Marketing" in the "HKMA / TVB Awards for Marketing Excellence" once again for our "Super Stars' Memorable Collections Exhibition" marketing campaign **3**

- The "Forever Market Pioneer" rebranding program garnered Honorable Award in "The 8th China's Best Brand Building Case Award" **4**



4

- FY2011 Annual Report won the Gold Award in the category of "Copywriting: Annual Reports – Asia" in the 2012 Galaxy Awards

NOVEMBER

- Organized a nationwide sales promotion called "VIP Day" to celebrate the Group's forthcoming 20th anniversary, achieving a record-breaking sales of about RMB400 million **5**



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6

DECEMBER

- Accredited as the "Asia's 200 Best Under A Billion" by *Forbes* for the fifth consecutive year **6**
- Grandly opened a new self-owned "Living Gallery" with a GFA of approximately 54,000 sq. m. in Yancheng City **7**

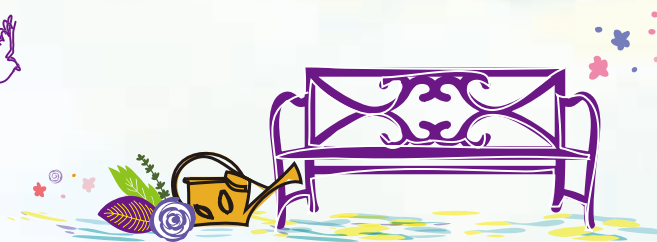


7

- A new self-owned store, Xi'an Store, commenced operation. The mega-sized "Living Gallery" aims to operate in a hybrid model and provides "full-category" merchandises targeting at all ages with a GFA of approximately 58,500 sq. m. **8**



8



2013

FEBRUARY

- FY2012 Annual Report won the Bronze Award in the category of "Annual Reports: Overall Presentation - Department Store" in the 2012 / 13 Mercury Awards
- Received the "Caring Company" logo from the Hong Kong Council of Social Service, in recognition of the Group's commitment in caring for the community, the employees and the environment

MARCH

- NWDS Chief-Sponsored Movie "Fall in Love" premiered across the nation in celebration of the Group's 20th anniversary **9**

APRIL

- As the first one-stop "Living Gallery" in East Beijing, Yanjiao Store grandly opened with a GFA of approximately 32,000 sq. m. **10**

- NWDS Volunteer Team officially established and launched "NWDS Tutoring Program", the Group's first nationwide volunteer campaign **11**

- FY2012 Annual Report won the Silver Award in the category of "Covers: Annual Reports – Artistic" and the Bronze Award in the category of "Annual Reports: Corporate – Traditional" respectively in the 2013 Astrid Awards

MAY

- Held a nationwide sales promotion campaign, "Blast of Joy - Celebrating the 20th Anniversary", to reciprocate the public and VIP members for their support with mega prizes **12**

JUNE

- Hong Kong office joined the "Green Hong Kong • Carbon Audit" organized by the Environmental Protection Department and the Electrical and Mechanical Services Department, Hong Kong and was accredited as one of the "Carbon Audit • Green Partners" by signing the Carbon Reduction Charter

JULY

- FY2012 Annual Report garnered the Bronze Award in the category of "Consumer Services" in the LACP 2012 Vision Awards Annual Report Competition
- Became the key sponsor of the "MSF Day" for the seventh consecutive year **13**
- Launched "@Dream Sustainable Development Program", the largest nationwide sustainable development program in the Group's history, to help about 5,000 under-resourced children in Mainland China and Hong Kong to pursue their dreams **14**
- FY2012 Annual Report received the Gold Award in "Cover Photo / Design" category and the Bronze Award in "Interior Design" category in "Retail: Convenience & Department Store" sector in the 2013 ARC Awards

