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JUNEFIELD DEPARTMENT STORE GROUP LIMITED

莊勝百貨集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 758)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09(2) of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, the unaudited interim results of the Group for the six months ended 30 June 2013 are expected to record a significant decline in the net profit as compared to the corresponding period in 2012. However, the decline will have no material effect on the Group's cash flows. Currently, the Board is of the opinion that the Group has a good cash flow position and low gearing ratio.

The information in this announcement is based on a preliminary assessment by the Company's management according to the unaudited consolidated management accounts of the Group for the six months period ended 30 June 2013 which has not been confirmed by the Company's auditors or audit committee.

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

This announcement is made by Junefield Department Store Group 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 Inside Information Provisions under Part XIVA of Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO").

The board of directors (the “Board”) of the Company wishes to inform the shareholders (the “Shareholders”) of the Company and potential investors that, the unaudited interim results of the Group for the six months ended 30 June 2013 are expected to record a significant decline in the net profit as compared to the corresponding period in 2012 mainly due to, in view of the volatile market conditions, the unrealised valuation losses in respect of the Group’s trading securities and reclassification of the Group’s available-for-sale investment to associate, both of which are non-cash items and, therefore, have no material effect on the Group’s cash flows. Currently, the Board is of the opinion that the Group has a good cash flow position and low gearing ratio.

As the Company is in the process of finalizing the unaudited consolidated financial results of the Group for the six months ended 30 June 2013, the information in this announcement is based on a preliminary assessment by the Company’s management according to the unaudited consolidated management accounts of the Group for the six months period ended 30 June 2013 which has not been confirmed by the Company’s auditors or audit committee. Further details of the Company’s performance for the six months period ended 30 June 2013 will be disclosed when the interim results of the Company for the six months period ended 30 June 2013 are announced.

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

By Order of the Board
Junefield Department Store Group Limited
Zhou Chu Jian He
Chairman

Hong Kong, 23 August 2013

As at the date of this announcement, the executive Directors are Mr. Zhou Chu Jian He (Chairman), Mr. Ng Man Chung, Siman (Deputy Chairman), Mr. Liu Zhongsheng (Chief Executive Officer), Mr. Xiang Xianhong and Mr. Lei Shuguang; the non-executive Director is Mr. Jorge Edgar Jose Muñiz Ziches; and the independent non-executive Directors are Mr. Lam Man Sum, Albert, Mr. Cao Kuangyu and Mr. Cheung Ka Wai.

** For identification purpose only*