

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Yi Hua Department Store Holdings Limited **益華百貨控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2213)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2)(a) 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, based on a preliminary review of the management accounts of the Group for the year ended 31 December 2013, the Group is expected to record a significant decrease in profit for the year ended 31 December 2013 as compared to the profit for the year ended 31 December 2012, primarily due to (1) losses and one-off start-up expenses incurred for new stores opened during 2013; (2) listing expenses incurred in relation to the initial public offer; and (3) increase in rental expenses.

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

This announcement is made by Yi Hua Department Store Holdings Limited (the “**Company**”, the Company together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the management accounts of the Group for the year ended 31 December 2013, the Group is expected to record a significant decrease in profit for the year ended 31 December 2013 as compared to the profit for the year ended 31 December 2012, primarily due to (1) losses and one-off start-up expenses incurred for new stores opened during 2013; (2) listing expenses incurred in relation to the initial public offer; and (3) increase in rental expenses.

The information contained in this announcement are only based on the preliminary assessment made by the Board with reference to the management accounts and information currently available and the same has not been audited or reviewed by the auditors of the Company. The audited financial results of the Group for the year ended 31 December 2013 may be different from what is disclosed in this announcement.

Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 31 December 2013 which is expected to be published in late March 2014.

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

By Order of the Board
Yi Hua Department Store Holdings Limited
Fan Xinpei
Chief executive officer and executive Director

Hong Kong, 7 March 2014

As at the date of this announcement, the executive Directors are Mr. Chen Jianren, Mr. Fan Xinpei, Mr. Su Weibing, Mr. Lin Guangzheng; the non-executive Directors are Mr. Chen Daren, Mr. Lu Hanxing; and the independent non-executive Directors are Mr. Sun Hong, Mr. Xu Yinzhou and Mr. Leung Wai Kwan.