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Shirble Department Store Holdings (China) Limited
歲寶百貨控股(中國)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00312)

POSITIVE PROFIT ALERT
FOR THE SIX MONTHS ENDED 30 JUNE 2014

This announcement is made by the Board pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions.

Based on the unaudited management accounts of the Group, the Board wishes to inform the Shareholders and prospective investors of the Company that the operating results of the Group for the six months ended 30 June 2014 is expected to improve significantly. The improvement is primarily due to the effective business development strategy of the Group and the receipt of an one-off relocation compensation.

The Board expects that the announcement of the results of the Group for the six months ended 30 June 2014 would be published around the end of August 2014.

Shareholders and prospective investors of the Company are advised to exercise caution when dealings in the shares of the Company.

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Shirble Department Store Holdings (China) Limited (the “**Company**” which together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the inside information provisions (the “**Inside Information Provisions**”) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

Based on the unaudited management accounts of the Group, the Board wishes to inform the shareholders (the “**Shareholders**”) of the Company and prospective investors of the Company that the operating results of the Group for the six months ended 30 June 2014 is expected to improve significantly. In the first half of 2014, the Group has implemented effective business development strategy to promote the performance of the new department stores opened by the Group in 2012 and 2013 and hence, the related operating loss arising from the operations of those stores has been reduced. The Group also received an one-off relocation compensation from the landlord of the leased premises of one of its previous department stores.

The Board expects that the announcement of the results of the Group for the six months ended 30 June 2014 would be published around the end of August 2014.

This positive profit alert is based on the information currently available to the Board, including the unaudited management accounts of the Group for the six months ended 30 June 2014. There may be changes or adjustments following further review of the unaudited management accounts by the auditors of the Company.

Shareholders and prospective investors of the Company are advised to exercise caution when dealings in the shares of the Company.

By order of the Board
Shirble Department Store Holdings (China) Limited
YANG Xiangbo
Chairman

Hong Kong, 8 July 2014

As of the date of this announcement, the Board is comprised of six Directors, namely Mr. YANG Xiangbo (Chairman) and Mr. YANG Ti Wei (Chief Executive Officer) as the executive Directors and Ms. ZHAO Jinlin, Mr. CHEN Fengliang, Mr. JIANG Hongkai and Mr. FOK Hei Yu as the independent non-executive Directors.