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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)

FURTHER INFORMATION ON THE POSITIVE PROFIT ALERT

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 and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The Board refers to the positive profit alert announcement of the Company dated 8 July 2014 (the “**Announcement**”). Unless the context requires otherwise, the capitalised terms used herein shall have the same meanings as defined in the Announcement.

In the Announcement, the Board disclosed that the Group received an one-off relocation compensation from the landlord of the leased premises of one of the previous department stores of the Group. Such amount of compensation was received by the Group in different instalments during the six months ended 30 June 2014 in the total amount of RMB12.31 million.

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.

The Announcement and the information contained in this announcement are 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, 11 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.