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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 2015

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

Based on the information currently available to the Board which includes, but without limitation to, the unaudited management accounts of the Group for the six months ended 30 June 2015, the Directors wish to inform the Shareholders and prospective investors of the Company that the operating results of the Group during the six months ended 30 June 2015 are expected to improve by 100% to 120%, as compared with the operating results for the six months ended 30 June 2014. The improvement is primarily due to the improvement in the overall operational efficiency of the Group and additional rental income received during the six months ended 30 June 2015.

The Directors expect that the announcement of the results of the Group for the six months ended 30 June 2015 would be published around the end of August 2015 in compliance with the requirements under the Listing Rules.

This positive profit alert is based on the information currently available to the Board. 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.

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 information currently available to the Board which includes, but without limitation to, the unaudited management accounts of the Group for the six months ended 30 June 2015, the Directors wish to inform the shareholders (the “**Shareholders**”) of the Company and prospective investors of the Company that the operating results of the Group during the six months ended 30 June 2015 are expected to improve by 100% to 120%, as compared with the operating results for the six months ended 30 June 2014. The improvement in the operating results of the Group is a result of the continuous efforts in improving the overall operating efficiency of the Group and the additional rental income received from sub-leasing/ leasing of certain store area as part of the Group’s store layout plan during the six months ended 30 June 2015.

The Directors expect that the announcement of the results of the Group for the six months ended 30 June 2015 would be published around the end of August 2015 in compliance with the requirements under the Listing Rules.

This positive profit alert is based on the information currently available to the Board. 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, 3 July 2015

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.