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**NOTIFICATION LETTER — ANNUAL GENERAL MEETING**

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22 October 2021

Dear Registered Shareholder,

**New World Department Store China Limited (the “Company”)**

The 2021 annual general meeting (“AGM”) of the Company will be held at Meeting Room N201, Level 2, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong (Expo Drive Entrance) on Monday, 22 November 2021 at 11:15 a.m..

The Company will conduct the AGM as a hybrid meeting this year in light of the COVID-19 pandemic and to safeguard our shareholders’ health and safety. You have the option to attend the AGM online in addition to the traditional physical attendance at the AGM and to appoint your proxy electronically in addition to physical submission.

**1. Online Attendance**

If you choose to attend the AGM online, you will be able to view a live broadcast of the AGM, submit questions and cast your vote on the resolutions in real time through the Tricor e-Meeting System. From 10:45 a.m. on 22 November 2021 (i.e. approximately 30 minutes prior to the commencement of the AGM), you can log in to the Tricor e-Meeting System by scanning the QR code or visiting the designated website at <https://spot-meeting.tricor.hk/#/825> and enter the above designated distinctive username and password. For details of the AGM arrangements, please refer to the Company’s circular dated 22 October 2021.

Please refer to the User Guide for e-Meeting available at the above designated website in relation to the procedures on online meeting. For corporate shareholders, please contact the Company’s Branch Share Registrar and Transfer Agent in Hong Kong, Tricor Investor Services Limited (the “Branch Share Registrar”) at its hotline (852) 2975 0928 by 5:00 p.m., 17 November 2021 for necessary arrangements (including the activation of the password).

**2. e-Proxy Submission**

In addition to the physical submission of your form of proxy, you have the option to submit your proxy appointment electronically. If you would like to submit your proxy appointment in electronic form, you can access Tricor e-Meeting System by scanning the QR code or visiting the designated website <https://spot-meeting.tricor.hk/#/825> from 22 October 2021 up to but before 11:15 a.m. on 20 November 2021.

You must provide a valid email address of your proxy (except when the chairman of the AGM is appointed as your proxy) to the Branch Share Registrar by calling its hotline at (852) 2975 0928 by 5:00 p.m. on 17 November 2021 if your proxy wishes to attend the AGM and vote online. If no email address is provided, your proxy cannot attend and vote online. The email address so provided will be used by the Branch Share Registrar for providing the login details for attending and voting at the AGM via the Tricor e-Meeting system.

For corporate shareholders who wish to (1) appoint proxy electronically to attend and vote at the AGM on your behalf **or** (2) appoint the corporate representative to attend and vote at the AGM online, please contact the Branch Share Registrar at its hotline (852) 2975 0928 by 5:00 p.m., 17 November 2021 for the necessary arrangements (including the activation of the password).

In light of the continuing risks posed by the COVID-19 and as part of the Company’s control measures to safeguard the health and safety of our shareholders, the Company strongly encourages you to exercise your right to attend and vote at the AGM online or by appointing the chairman of the AGM as your proxy, instead of attending the AGM physically.

Please call the Branch Share Registrar at (852) 2975 0928 from 9:00 a.m. to 5:00 p.m. (Monday to Friday, excluding Hong Kong public holidays) or email to [emeeting@hk.tricorglobal.com](mailto:emeeting@hk.tricorglobal.com), if you have any queries on the above.

Shareholders should note that only one device is allowed per login. **Please keep the login details in safe custody for use at the AGM and do not disclose them to anyone else.** Neither the Company nor the Branch Share Registrar assume any obligation or liability whatsoever in connection with the transmission of the login details or any use of the login details for attendance, voting or otherwise. The submission of the vote through the Tricor e-Meeting System using your login details will be conclusive evidence that the vote was validly cast by you as a shareholder of the Company. The Company, its agents and the Branch Share Registrar take no responsibility for all or any loss or other consequence caused by or resulting from any unauthorized use of the login details.

Yours faithfully,  
For and on behalf of  
**New World Department Store China Limited**  
**Wu Yuk-kwai, Catherine**  
*Company Secretary*