



GOLDEN EAGLE RETAIL GROUP LIMITED

金鷹商貿集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

(Stock Code 股份代號: 3308)

NOTIFICATION LETTER 通知信函

4 September 2023

Dear Shareholder,

Golden Eagle Retail Group Limited (the "Company")

- Notice of Publication of 2023 Interim Report (the "Current Corporate Communications")

The English and Chinese versions of the Current Corporate Communications are now available on the Company's website at www.geretail.com and are also available on the website of Hong Kong Exchanges and Clearing Limited ("HKEx") at www.hkexnews.hk. You may access the Current Corporate Communications by clicking "Investor Relations" on the home page of the Company's website. If you have elected to receive Corporate Communications[#] in printed form, the Current Corporate Communications in printed form are enclosed.

If you would like (i) to receive future Corporate Communications from the Company in printed form instead of in electronic form on the Company's website (or in electronic form on the Company's website instead of in printed form) and/or (ii) to change the language (or, as the case may be, to receive in both languages) in which you receive Corporate Communications in printed form, please complete the Change Request Form on the reverse side of this letter and sign and return it by post or by hand to the Company c/o the Company's share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited (the "Hong Kong Share Registrar"), at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. If you post your reply in Hong Kong, you may use the pre-paid mailing label in the Change Request Form and need not to affix a stamp on the envelope when returning your Change Request Form. Otherwise, please affix an appropriate stamp. You may also send an email with a scanned copy of the Change Request Form to goldeneagle.ecom@computershare.com.hk. The Change Request Form may also be downloaded from the Company's website at www.geretail.com or the website of HKEx at www.hkexnews.hk.

If you have elected (or are deemed to have consented) to receive the Current Corporate Communications in electronic form on the Company's website and for any reason have difficulty in gaining access to Corporate Communications on the Company's website, the Company will upon request send the Current Corporate Communications to you in printed form free of charge.

You may at any time by reasonable prior notice in writing to the Company (sent to at the above address of the office of the Hong Kong Share Registrar or by email to goldeneagle.ecom@computershare.com.hk) elect (i) to receive future Corporate Communications from the Company in printed form instead of in electronic form on the Company's website (or in electronic form on the Company's website instead of in printed form) and/or (ii) to change the language (or, as the case may be, in both languages) in which you receive Corporate Communications in printed form.

Should you have any questions in relation to this letter, please call the telephone hotline of the Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

By Order of the Board of
Golden Eagle Retail Group Limited
Wang Hung, Roger
Chairman

[#] "Corporate Communications" are any documents issued or to be issued by the Company for the information or action of holders of any of its securities or investing public, and including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a proxy form.

各位股東：

金鷹商貿集團有限公司 (「本公司」) - 二零二三年中期報告 (「本次公司通訊」) 之發佈通知

本次公司通訊之中、英文版本已於本公司網站 www.geretail.com 及香港交易及結算所有限公司 (「港交所」) 網站 www.hkexnews.hk 登載。請在本公司網站的主頁按「投資者關係」一欄查閱本次公司通訊。如閣下已選擇收取公司通訊[#]之印刷本，本次公司通訊隨本函附上。

如閣下欲(i)收取本公司日後的公司通訊之印刷本，以代替於本公司網站登載之電子版本(或收取於本公司網站登載的公司通訊電子版本，以代替印刷本)及/或(ii)更改所收取的公司通訊印刷本的語言版本(或，視乎情況，同時收取兩種語言版本)，請閣下填妥在本函背面的變更申請表格，並在變更申請表格上簽名，然後寄回或親手交回本公司(由本公司之香港股份過戶登記處香港中央證券登記有限公司(「香港股份過戶登記處」)代收，地址為香港灣仔皇后大道東183號合和中心17M樓)。倘若閣下在香港投寄，可使用變更申請表格內已預付的郵寄標籤寄回，而毋須在信封上貼上郵票；否則，請貼上適當的郵票。閣下亦可把已填妥之變更申請表格的掃描本電郵至 goldeneagle.ecom@computershare.com.hk。變更申請表格可於本公司網站 www.geretail.com 或港交所網站 www.hkexnews.hk 下載。

如閣下已選擇(或被視為已同意)收取於本公司網站登載的本次公司通訊電子版本，惟因故於本公司網站查閱公司通訊上出現困難，本公司將於收到閣下要求後，寄送本次公司通訊之印刷本予閣下，費用全免。

閣下可以隨時預先以合理時間的書面通知(寄送至上述香港股份過戶登記處的辦公地址或透過電郵至 goldeneagle.ecom@computershare.com.hk)通知本公司，選擇(i)收取本公司日後的公司通訊之印刷本，以代替於本公司網站登載的電子版本(或收取於本公司網站登載的公司通訊電子版本，以代替印刷本)及/或(ii)更改所收取的公司通訊印刷本的語言版本(或，視乎情況，同時收取兩種語言版本)。

閣下如有任何與本函內容有關的疑問，請致電香港股份過戶登記處電話熱線(852) 2862 8688，辦公時間為星期一至星期五(公眾假期除外)上午九時正至下午六時正。

承董事會命
金鷹商貿集團有限公司
董事長
王恒

二零二三年九月四日

[#] 「公司通訊」乃本公司發出或將予發出以供向其證券持有人或投資公眾參照或採取行動的任何文件，包括但不限於(a)董事會報告、其年度賬目連同核數師報告以及(如適用)財務摘要報告；(b)中期報告及(如適用)中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；(f)代表委任表格。

