Name(s) and Address of Registered Shareholder(s)

New World Department Store China Limited
新世界百貨中國有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 825)

新世界百貨中國有限公司
New World Department Store China Limited
(incorporated in the Cayman Islands with limited liability)
(Stock Code: 825)

1 August 2025

Dear Registered Shareholders,

New Arrangements on Dissemination of Corporate Communications

INTRODUCTION

Pursuant to Rule 2.07A of the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and the articles of association of New World Department Store China Limited (the "Company"), the Company will disseminate the future corporate communications of the Company (the "Corporate Communications" [1]) to its Shareholders[2] electronically and only send Corporate Communications in printed form to the Shareholders upon request.

ARRANGEMENTS

1. Actionable Corporate Communications[3]

   The Company will send the Actionable Corporate Communications to its Shareholders individually in electronic form (by email). If the Company does not possess the email address of a Shareholder or the email address provided is not functional[4], the Company will send the Actionable Corporate Communication in printed form together with a request form for soliciting the Shareholder's functional email address to facilitate electronic dissemination of Actionable Corporate Communications in the future.

2. Corporate Communications

   The Company will make the Corporate Communications available on its website (www.nwds.com.hk) and the Stock Exchange's website (www.hkexnews.hk).

   A notice of publication of the Website Version[5] of Corporate Communications, in both English and Chinese, will be sent by the Company to Shareholders by email or by post (only if the Company does not possess the functional email address of a Shareholder) on the publication date of the Corporate Communications.

3. Provision of Shareholder's Email Address to the Company

   In support of electronic communication by email, the Company recommends its Shareholders to complete the online form by scanning above QR Code which is valid by 30 September 2025. Should the Shareholders, if for any reason, have difficulty in gaining access to the online form, they may provide the Company with their email address at any time in future by reasonable notice in writing to the Company's branch share registrar and transfer office in Hong Kong (the "Branch Share Registrar"), Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 825-ecom@vistra.com.

   It is the responsibility of the Shareholders to provide email address that is functional. If the Company does not possess the email address of a Shareholder or the email address provided is not functional, the Company will act according to the above arrangements. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery message".

4. Request for Corporate Communications and Actionable Corporate Communications in printed form

   For those Shareholders who wish to receive a printed version of all future Corporate Communications and Actionable Corporate Communications or, if for any reason, have difficulty in gaining access to the Company's website, the Company will, upon receipt of request in writing by the Shareholder to the Branch Share Registrar, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 825-ecom@vistra.com, send future Corporate Communications and/or the relevant Actionable Corporate Communications (as the case may be) to such Shareholders in printed form free of charge. If the Company does not receive any request from Shareholders, Shareholders will be considered to have agreed to the dissemination of Corporate Communications and Actionable Corporate Communications in the manner described above.

Details of the arrangements (i) for dissemination of Corporate Communications and (ii) for requesting printed copy of Corporate Communications are published under "Dissemination of Corporate Communications" in "Investors" section on the homepage of the Company's website (www.nwds.com.hk). For any queries in relation to this letter, please call the Branch Share Registrar, Tricor Investor Services Limited, at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays, or by sending an email to 825-ecom@vistra.com.

Notes:

[1] *Corporate Communications include any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to (a) the directors' report and 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; and (f) a proxy form.*

[2] *Holder(s) of the Share(s) of the Company.*

[3] *Actionable Corporate Communications refer to any corporate communications that seek instructions from the Shareholders of the Company on how they wish to exercise their rights or make elections as the Company's Shareholders.*

[4] *It is the responsibility of a Shareholder to provide email address that is functional. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery message".*

[5] *The version of Corporate Communications being published, in both English and Chinese, on the Company's website and the Stock Exchange's website.*

Yours faithfully,
For and on behalf of
New World Department Store China Limited
Hui Ka-wai
Company Secretary