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

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)

Username:

Password:

NOTIFICATION LETTER — ANNUAL GENERAL MEETING

26 September 2025

Dear Registered Shareholder,

The 2025 annual general meeting (the "**AGM**") of New World Department Store China Limited (the "**Company**") will be held at Meeting Room N201 (Expo Drive Entrance), Level 2, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong on Wednesday, 19 November 2025 at 11:30 a.m..

The Company will conduct a hybrid AGM. You have the option to attend the AGM online in addition to attending the AGM in person and to submit your proxy form electronically instead of physical submission.

1. Online Attendance

In addition to physical attendance, you have the option of attending and voting at the AGM through online access to the Vistra eVoting Portal. If you attend the AGM online, you will be able to view a live broadcast of the AGM, cast your vote on the resolutions in real time and submit online questions to the Company. The Vistra eVoting Portal will be open for shareholders to log in from 11:00 a.m. on 19 November 2025 (i.e. approximately 30 minutes prior to the commencement of the AGM). You can access the Vistra eVoting Portal by scanning the QR code above or visiting the designated URL (**http://evoting.vistra.com/#/825**). Please refer to the Company's circular dated 26 September 2025 for details of the AGM arrangements.

Please use the above username and password to log in and refer to the "Online Meeting User Guide" available at the designated URL (**http://evoting.vistra.com/#/825**). 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**"), hotline at (852) 2980 1333 by 5:00 p.m., 13 November 2025 for the necessary arrangements (including the activation of the password).

2. e-Proxy Form Submission

In addition to the physical submission of your proxy form, you have the option to submit your proxy form electronically. If you would like to submit your proxy form in electronic form, you can access the Vistra eVoting Portal by scanning the QR code above or visiting the designated website above from 26 September 2025 up to but not later than 11:30 a.m. on 17 November 2025.

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 if your proxy wishes to attend the AGM and vote online. If no email address is provided, your proxy cannot attend the AGM 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 Vistra eVoting Portal.

For corporate shareholders who wish to (1) appoint a proxy electronically to attend and vote at the AGM on your behalf or (2) appoint a corporate representative to attend the AGM and to vote online, please contact the Branch Share Registrar's hotline at (852) 2980 1333 by 5:00 p.m., 13 November 2025 for the necessary arrangements (including the activation of the password).

Instead of attending the AGM in person, you may consider either (a) appointing the chairman of the AGM as your proxy to vote at the AGM or (b) attending the AGM online.

Please call the Branch Share Registrar's hotline at (852) 2980 1333 from 9:00 a.m. to 5:30 p.m. (Monday to Friday, excluding Hong Kong public holidays) or email to **emeeting@vistra.com**, if you have any queries on the above.

Please keep the login details in safe custody for use at the AGM and do not disclose them to anyone else.

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