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PROPOSED ADOPTION OF NEW ARTICLES OF ASSOCIATION

This announcement is made by New World Department Store China Limited (the “**Company**”) pursuant to Rule 13.51(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors of the Company (the “**Board**”) proposes to amend the existing second amended and restated articles of association of the Company (the “**Existing Articles of Association**”) by adopting the third amended and restated articles of association of the Company (the “**New Articles of Association**”) in substitution for, and to the exclusion of, the Existing Articles of Association for the purpose of, among others:

1. aligning the Existing Articles of Association with the amended Listing Rules in relation to the implementation of the treasury share regime for listed issuers and the dissemination of corporate communications by the Company by means of a website;
2. bringing the Existing Articles of Association in line with the Listing Rules amendments in relation to the further expansion of the paperless listing regime, which include enabling shareholders to vote via electronic means at general meetings and to submit proxy-related instructions and other notices to the Company by electronic means, and to receive electronic payment of corporate action proceeds (e.g. dividends);
3. bringing the Existing Articles of Association in line with the latest legal and regulatory requirements to be introduced under the uncertificated securities market regime, including the coming into effect of the Securities and Futures (Uncertificated Securities Market) Rules (Chapter 571AS of the Laws of Hong Kong) and the proposed amendments to other applicable laws, rules and regulations (including the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)), by adding provisions to the Existing Articles of Association to facilitate the holding, transfer, and registration of securities in uncertificated form through electronic means; and
4. incorporating other house-keeping and consequential amendments.

The proposed adoption of the New Articles of Association is subject to the approval of the shareholders of the Company (the “**Shareholders**”) by way of a special resolution at the forthcoming annual general meeting of the Company to be held on 18 November 2026 (the “**AGM**”). A circular containing, among other things, particulars relating to the proposed amendments to the Existing Articles of Association brought about by the adoption of the New Articles of Association together with a notice convening the AGM will be despatched to the Shareholders in due course.

By Order of the Board
Hui Ka-wai
Company Secretary

Hong Kong, 30 September 2026

As at the date of this announcement, the executive directors of the Company are Dr. Cheng Kar-shun, Henry, Ms. Huang Shaomei, Echo, Ms. Woo Yuk-kwan Rebecca, Ms. Chiu Wai-han, Jenny, Mr. Lau Fu-keung and Mr. Chan Yiu-ho and the independent non-executive directors of the Company are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter, Mr. Yu Chun-fai and Ms. Ho Pui-yun, Gloria.