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Maoye International Holdings Limited
茂業國際控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 848)

Unaudited operational data for the first Quarter ended 31 March 2010

The board of the Company is pleased to announce that for the first quarter ended 31 March 2010, the Group recorded a growth in total sales proceeds from concessionaire sales of 44.5% and same-store growth of 24.8%.

Based on a thorough review of the year 2009, the management team of the Group worked together and further integrated the Company's resources. Leveraging on Maoye's strong brand name and innovative marketing strategies, the Group continues to strengthen its internal operations and management; raises service quality systematically, cultivates and enhance customer's loyalty; manages stores by tier and draws up budgets according to store development cycle; the Group will further strengthen its overall operation and management efficiency to increase the profitability of existing department stores and optimize shareholder returns.

The Board wishes to remind investors that the above operational data for the first quarter ended 31 March 2010 are based on the unaudited management accounts of the Group which have not been reviewed or audited by the auditors of the Company.

Shareholders and potential shareholders of the Company are cautioned not to unduly rely on such data and are advised to exercise caution when dealing in the shares of the Company.

DEFINITIONS

“Company”	Maoye International Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the issued shares of which are listed on the main board of the Stock Exchange;
“Group”	The Company and its subsidiaries from time to time; and
“Same-store growth”	Calculation includes sales proceeds of stores which have opened or been acquired at the beginning of the previous fiscal year.

By Order of the Board
Maoye International Holdings Limited
Mr. Huang Mao Ru
Chairman

6 April 2010, Hong Kong

As at the date of this announcement, the executive Directors are Mr. HUANG Mao Ru, Ms. WANG Fuqin and Mr. WANG Guisheng. The non-executive Directors are Mr. ZHONG Pengyi and Mrs. HUANG Jing Zhang. The independent non-executive Directors are Mr. CHOW Chan Lum, Mr. PAO Ping Wing and Mr. LEUNG Hon Chuen.