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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 third Quarter ended 30 September 2010

This is a voluntary announcement of the Company.

The board of the Company (the “**Board**”) is pleased to announce that for the third quarter ended 30 September 2010, the Group recorded a growth in total sales proceeds from concessionaire sales of 57.8% and same-store growth of 18.5% compared with the same period in 2009.

Based on a thorough review of the operation in the first half of 2010, the Group continues to reinforce the management of internal operations, enhance our collaboration with suppliers and upgrade our merchandise mix from multiple perspectives; track the sales performance of key brands; foster and enhance the loyalty of customers; continues to manage stores by tier and to draw up store budgets according to store development cycle and make use of the Group’s powerful information system to monitor the operations of our stores in real-time and make speedy adjustments; enhance integration of the operation and financial systems to provide efficient and better services to suppliers. 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 third quarter ended 30 September 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

11 October 2010, Hong Kong

As at the date of this announcement, the Board comprises four executive directors, namely Mr. HUANG Mao Ru, Mr. ZHONG Pengyi, Ms. WANG Fuqin and Mr. WANG Guisheng and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.