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**Maoye International Holdings Limited**

**茂業國際控股有限公司**

*(Incorporated in Cayman Islands with limited liability)*

**(Stock Code: 848)**

**UNAUDITED OPERATIONAL DATA  
FOR THE SECOND QUARTER ENDED 30 JUNE 2011**

This is a voluntary announcement made by the Company.

The Board (“**Board**”) of the Company announces that despite the consumer sentiment was impacted by the surging inflation, the Company continued to adjust brand structure and optimize product mix, and recorded an increase of total sales proceeds from concessionaire sales of 57.6%, of which the same-store sales proceeds increased by 23.3%, for the second quarter ended 30 June 2011, compared with the same period in 2010.

The Board would like to remind investors that the above operational data for the second quarter ended 30 June 2011 was based on the unaudited management accounts of the Group which have not been reviewed or audited by the Company’s auditors.

The Company’s shareholders and potential shareholders are cautioned not to place undue reliance on the foresaid information and are advised to exercise care when dealing in the Company’s shares.

**Definitions**

“Company” Maoye International Holdings Limited (茂業國際控股有限公司), 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;

“same-store growth”

the increase in the sales from stores which have already 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*

Hong Kong, 11 July 2011

*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 Bin; and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.*