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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 NINE MONTHS ENDED 30 SEPTEMBER 2011**

This is an announcement made pursuant to Rule 13.09(1) of the Listing Rules.

The Board (“**Board**”) of the Group is pleased to announce that the Group recorded an increase of total sales proceeds from concessionaire sales of 49.45%, of which the same-store growth was 23%, for the nine months ended 30 September 2011, as compared with the same period in 2010. The Group considered that the operation in the third quarter was affected to a certain extent by the following factors: the consumer sentiment impacted by the continuous surge in inflation, the brand upgrading and renovation adjustment of certain stores such as Shenzhen Huaqiangbei Store and Chongqing Jiangbei Store, local customer flow divergence as a result of the long holiday during the Shenzhen Universiade period in August, as well as the abnormal continuous high temperature in the Southwestern Region in August.

To better improve the continuous operating capability of the department store, the Group has effectively managed the frequency and efforts of sales promotion since the beginning of the third quarter so as to improve the service quality and to bring customers with an enjoyable shopping experience as well as to enhance the brand influence of “Maoye Department Store”. Meanwhile, the Group will continue to strengthen the internal management of operations, optimize product mix, cultivate and enhance customer loyalty, and strengthen the function of real-time sales monitoring system in order to further enhance the overall efficiency of the operation and management, as well as the operating capability of the new stores gradually.

The Group recorded an increase of total sales proceeds from concessionaire sales of 37.79%, of which the same-store growth was 27.78%, in the National Day Golden Week, as compared with the same period in 2010.

The Board would like to remind investors that the above operational data for the nine months ended 30 September 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;
“Listing Rules”	Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited;
“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 October 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.