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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 2012

This is a voluntary announcement made by the Company.

The board of the Company (the “**Board**”) is pleased to announce that the Group recorded an increase of total sales proceeds from concessionaire sales of 3.95%, of which the same-store sales proceeds increased by 1.45% for the first quarter ended 31 March 2012, compared with the same period in 2011. The Group considered that the slowing down of the growth was mainly influenced by the macro economy and the upgrade adjustment of the brands in some major stores of the Group.

The Board would like to remind investors that the above operational data for the first quarter ended 31 March 2012 was based on the unaudited management accounts of the Group which have not been reviewed or audited by the Company’s auditor.

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, 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”	the 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

12 April 2012, 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 Bin; and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.