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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 2012**

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

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 5.86%, of which the same-store sales proceeds increased by 5.21% for the nine months ended 30 September 2012, compared with the same period in 2011.

The Group recorded an increase of total sales proceeds from concessionaire sales of 4.03%, of which the same-store growth was 3.03%, in the National Day Golden Week (from 30 September 2012 to 7 October 2012), as compared with the same period in 2011.

The Board would like to remind investors that the above operational data for the nine months ended 30 September 2012 and the National Day Golden week are 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 aforesaid 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;
“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 consolidated into the Group’s financial statement by acquisition at the beginning of the previous fiscal year; and
“Stock Exchange”	The Stock Exchange of Hong Kong Limited.

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

11 October 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.