

**[For immediate release]**



## **Maoye International Holdings Limited**

### **Proposed Adoption of Share Option Scheme**

(30 December 2009 – Hong Kong) – Maoye International Holdings Limited (“Maoye” or the “Group”, HKSE stock code: 848), a leading department store chain in the affluent regions of southern and south-western China, announced the proposal for the adoption of share option scheme, which is subject to shareholders’ approval at the Extraordinary General Meeting to be held on 20 January 2010.

The purpose of the Share Option Scheme is to attract, retain and reward employees for their contribution to the Group as well as to peg the interests of the employees to that of the Group by means of share ownership. Based on the 5,139,856,000 Shares in issue as at 30 December 2009 and assuming that there is no change in the issued share capital of Group before the Extraordinary General Meeting, the maximum number of Shares to be issued upon the exercise of options that may be granted under the share option scheme are 513,985,600 Shares, being 10% of the issued share capital of the Group.

The board of directors of Maoye said, “Talent is the lifeblood to our organization. The share option scheme serves to reward outstanding achievers by motivating them to become passionate in their work while aligning individual goals to the Group’s strategic objectives. We believe this scheme will help us hire, nurture and retain the best in the industry as Maoye develops to the next level.”

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#### **About Maoye International Holdings Limited**

Maoye is a leading department store chain in the affluent regions of southern and south-western China, operating 22 stores in four regions of southern china, south-western china, northern china and eastern china, covering 11 cities including Shenzhen, Zhuhai, Chengdu, Chongqing, Taiyuan, Qinhuangdao and etc. The Group’s revenue is generated predominantly from commissions on concessionaire sales. Maoye has positioned itself at the mid to high-end segment of the retail market in China and offers a stylish and diversified merchandize mix suitable for a wide range of customers to cater to their preferences.

#### **For enquiries, please contact:**

##### **iPR Ogilvy Ltd.**

Canny Lo / Rachel Poon

Tel: (852) 3170 6753/ 3170 6752

Mobile: (852) 9836 7249/ 9659 5098

Fax: (852) 3170 6606

Email: [canny.lo@iprogilvy.com](mailto:canny.lo@iprogilvy.com)/ [rachel.poon@iprogilvy.com](mailto:rachel.poon@iprogilvy.com)