

[FOR IMMEDIATE RELEASE]

Lifestyle China Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2136)

Successful Spin-off and Separate Listing on the Main Board of The Stock Exchange of Hong Kong Limited by Way of Introduction

(Hong Kong, 15 July 2016) **Lifestyle China Group Limited** (“Lifestyle China” or together with its subsidiaries, the “Group”, SEHK stock code: 2136) is pleased to announce the successful listing and trading debut of its shares (the “Shares”) on the Main Board of the Stock Exchange of Hong Kong Limited (“SEHK”) today. The Company was spun off from Lifestyle International Holdings Limited (“Lifestyle International”, SEHK stock code: 1212) through a distribution in specie on the basis of one Share for every Lifestyle International share. The Listing was by way of introduction of the entire issued share capital of the Company on the main board of the SEHK.



Caption: Mr. Lau Luen Hung Thomas, Chairman, Executive Director and Chief Executive Officer of Lifestyle China (6th from right), management and guests of the Group and the representatives of HKEX attended the listing ceremony this morning.



Caption: Mr. Lau Luen Hung Thomas, Chairman, Executive Director and Chief Executive Officer of Lifestyle China (right) presenting a souvenir to Ms. Catherine Yien, Member of the Listing Committee of HKEX (left).

Lifestyle China is an established operator of department stores based in the PRC. The Group operates Shanghai Jiuguang, Suzhou Jiuguang and Dalian Jiuguang “lifestyle” department stores, with middle to upper-end market positioning in the PRC. Characterized by the “one-stop shopping”, “shops-in-shop”, and “customer oriented” concepts, the Group’s department stores offer a wide variety of goods ranging from daily necessities to luxury products as well as personal care services, such as hair and beauty salons, in comfortable shopping environment. The Group also operates supermarkets in the PRC, restaurants in the PRC and Hong Kong, and has an equity investment in Beiren Group, a leading retailer group based in Shijiazhuang, Hebei Province in the PRC.

Given the different geographic segments and growth paths, the spin-off will allow the respective management team of Lifestyle International and Lifestyle China to focus on its own geographic segment, thereby enhancing the decision-making process and responsiveness to market changes. Following completion of the spin-off, Lifestyle International will be principally engaged in the operation of department stores in Hong Kong; while the Group will be principally engaged in the operation of department stores and supermarket business in the PRC and restaurant business. Such segregation will enable both companies to establish their own profiles as separate listed entities with the abilities to access the debt and equity capital markets respectively and cater for different investors’ appetite for each of the Hong Kong and PRC market.

Lifestyle China aims to strengthen its position in China’s department store market and increase its competitiveness in the PRC in the longer run. In view of the large retail market and strong spending power of consumers in Shanghai, Lifestyle China is in the process of developing a new retailing complex on Daning Road, Jing’an District, Shanghai (“the Daning Project”), which will house a Jiuguang department store. The development of the Daning project is targeted to be completed in December 2018 and it is expected that the Daning Project would further enhance the Group’s brand equity and market share in the Shanghai department store market.

Commenting on the successful listing, **Mr. Lau Luen Hung Thomas, Chairman, Executive Director and Chief Executive Officer of Lifestyle China**, said, “We are delighted to witness the successful spin-off and separate listing of the Company’s shares on the Stock Exchange of Hong Kong, which marks the start of a new journey for Lifestyle China. We would like to take this opportunity to thank all our shareholders for their great support. Going forward, we will leverage on our operational experience to expand prudently in the PRC department store market.”

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