



金鷹商貿集團有限公司
GOLDEN EAGLE RETAIL GROUP LIMITED

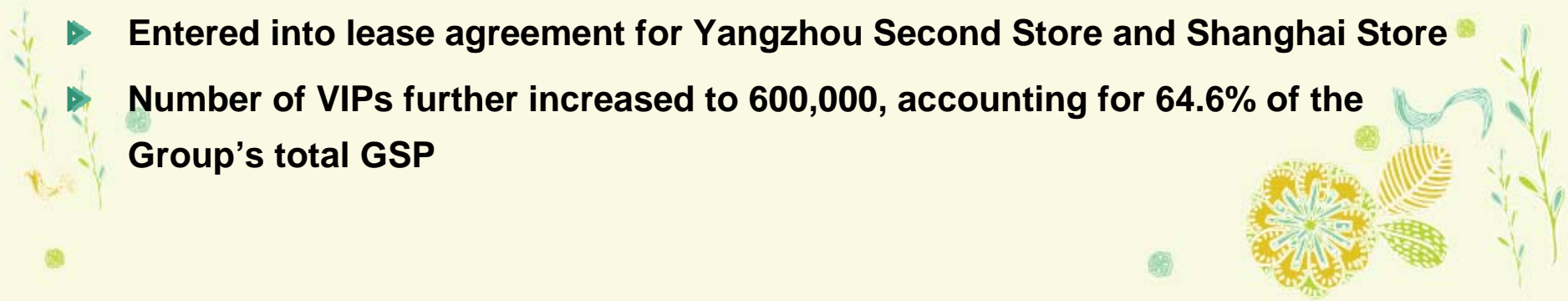
Annual Results 2008

March 2009



Achievements in 2008

- ▶ **Achieved encouraging results amid challenging market landscape in FY2008**
 - ✓ Total GSP increased to RMB 6,249.0 million, ↑ 28.6%
 - ✓ Profit attributable to shareholders amounted to RMB 617.7 million, ↑ 60.1%
- ▶ **Same store sales growth maintained at a high level of about 21.5%, Nanjing Xinjiekou store, Yangzhou store and Xuzhou store respectively recorded same store growth of 14.3%, 21.8% and 26.8%**
- ▶ **Opened Huai'an Store and Yancheng Store, bringing the total number of stores from 10 to 12, with total GFA increased to approximately 400,000 m², representing a growth of 38.0%**
- ▶ **Expanded the Group's GFA at Nanjing Zhujiang Store to a total GFA of 30,800 m² and secured the management agreement of Nanjing Orient Department Store**
- ▶ **Entered into lease agreement for Yangzhou Second Store and Shanghai Store**
- ▶ **Number of VIPs further increased to 600,000, accounting for 64.6% of the Group's total GSP**



FY 2008 Financial Highlights

<i>Year ended 31 December (RMB million)</i>	2008	2007	(+/-)
Gross Sales Proceeds (GSP)	6,249.0	4,858.3	+28.6%
- Concessionaire Sales	5,786.7	4,478.7	+29.2%
- Direct Sales	438.5	362.6	+20.9%
- Rental Income and management service fees	23.8	17.0	+40.8%
Gross Profit	1,115.3	865.3	+28.9%
EBITDA	838.9	638.6	+31.4%
EBIT	755.8	580.2	+30.3%
Profit Attributable to Shareholders	617.7	385.7	+60.1%
EPS – Basic (RMB)	0.341	0.212	+60.8%
Final Dividend (RMB)	0.308	0.043	+616.3%

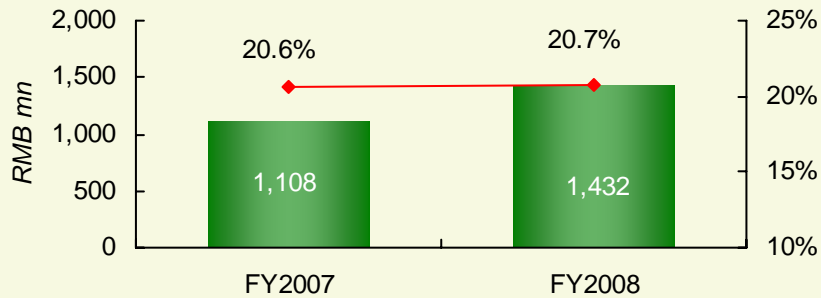
Financial Position

<i>RMB Million</i>	As at 31 Dec 2008	As at 31 Dec 2007
Total Assets	4,770.6	3,926.6
Total Liabilities	3,076.9	2,590.1
Net Assets	1,693.7	1,336.5
Convertible Bonds	852.8	820.0
Cash on Hand	2,040.6	1,747.9
Structured bank deposit	50.0	--
Gearing Ratio (note 1)	17.9%	20.9%

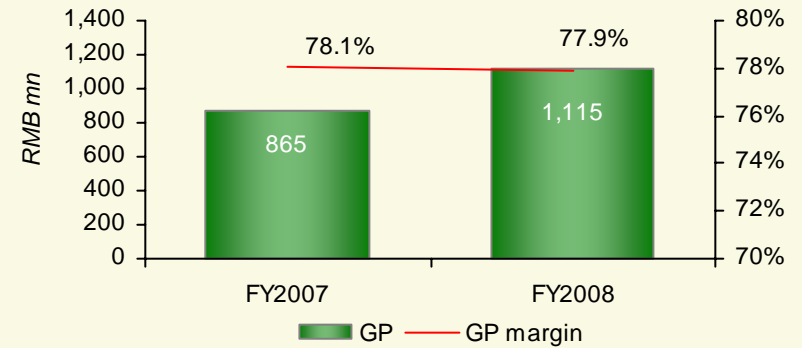
Note 1: *Gearing ratio = total bank borrowings and convertible bonds/ total assets*

Strong Growth and Profitability

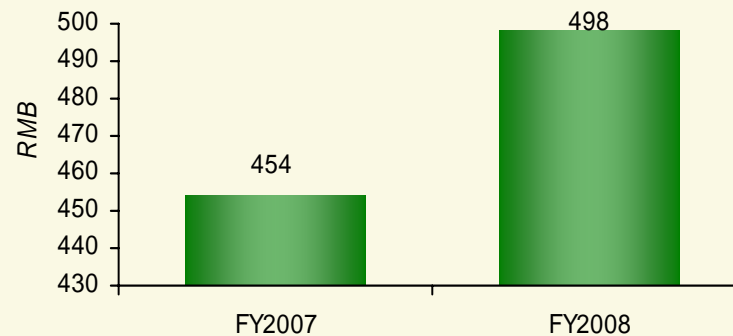
Revenue & Commission Rate



Gross Profit

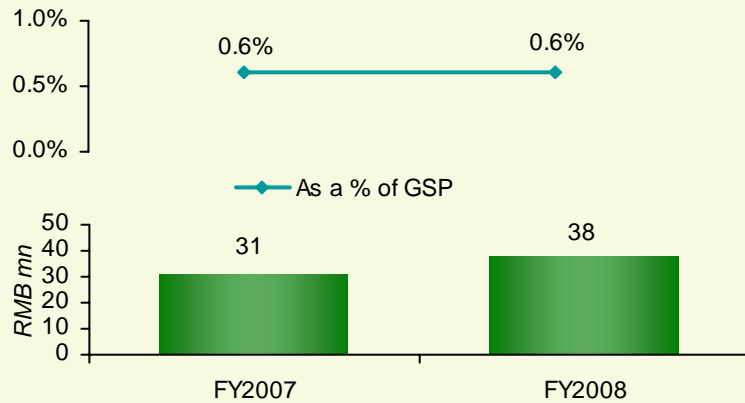


Sales Per Ticket

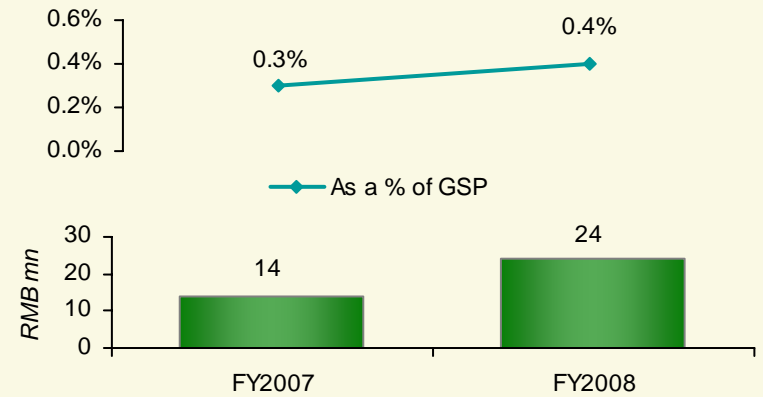


Stable Expense Ratios

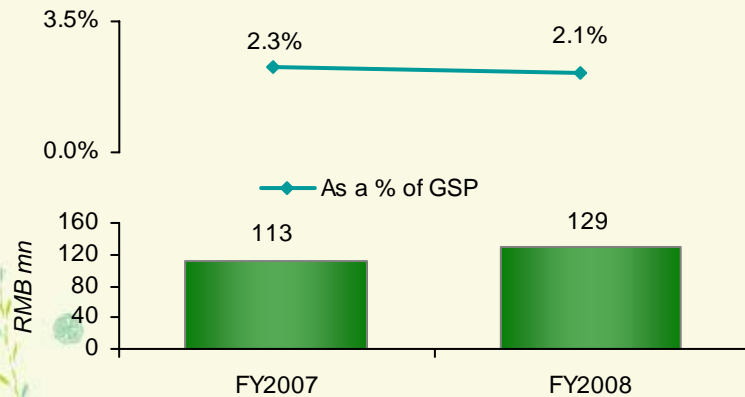
Promotion Expense



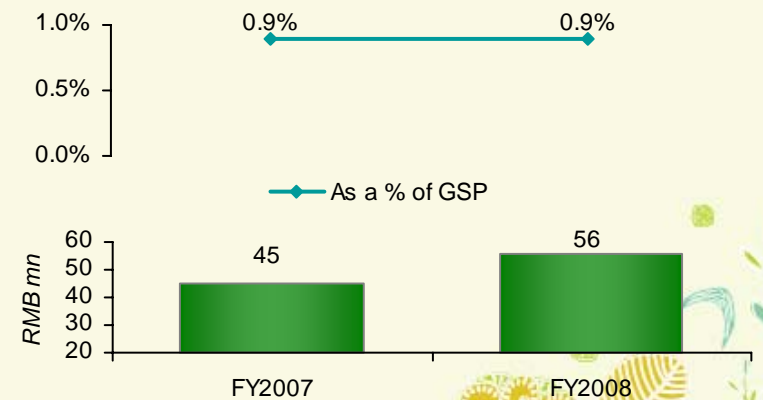
Rental Expense



Staff Expense



Water and Electricity Expense

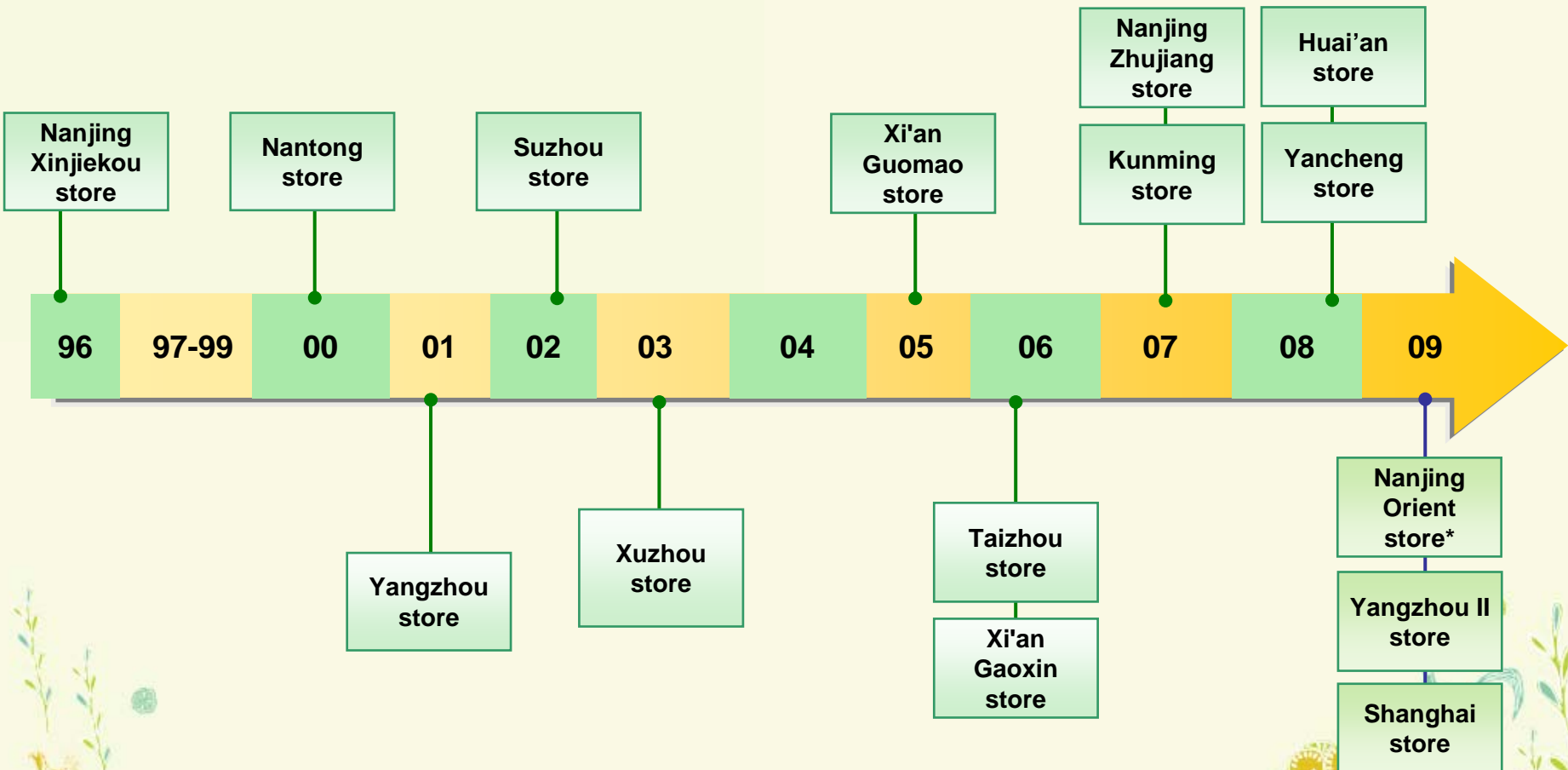




Business Review

Growing Presence in the PRC

- ▶ Committed projects will bring the Group's gross floor area to approximately 460,000 sq. m by end of 2009




* Management Store

Extensive Store Network



Rapidly Growing Store Sales

The leading stylish premium department store in second-tier cities, catering for the high-end retail market

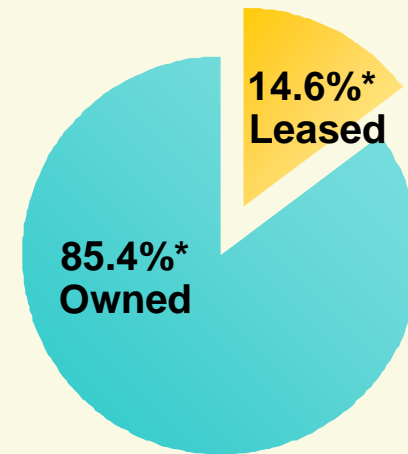
	Nanjing Xinjiekou	Nantong	Yangzhou	Suzhou	Xuzhou	Xi'an Guomao	Xi'an Gaoxin	Taizhou	Kunming	Nanjing Zhujiang	Huai'an	Yancheng
												
Years into operation⁽¹⁾	12.5 years	8 years	7 years	6 years	5 years	3 years	2.5 years	2 years	1.5 years	1 year	Opened on Oct 21, 08	Opened on Dec 28, 08
FY08 sales (RMB mil)	2,609.9	261.6	955.2	232.0	1,017.5	79.9	370.4	320.8	162.7	171.1	NA	NA
FY08 sales growth (%)	14.3%	4.5%	21.8%	21.0%	26.8%	-12.6%	77.4%	59.5%	NA	NA	NA	NA
Operating Area (sq.m.)	25,034	5,711	28,609	12,089	37,183	6,923	20,455	24,988	24,158	19,145	30,859	33,750

(1) As at 31 December 2008

Self Owned Properties

► Self owned properties in prime locations account for more than 85% of our GFA

Store (in operation)	Owned/ leased	GFA (sq. m)
Nanjing Xinjiekou	Owned	33,447
Nantong	Owned	8,795
Yangzhou	Owned / leased	37,562 / 3,450
Xuzhou	Owned	51,266
Suzhou	Leased	14,960
Xi'an Guomao	Leased	10,029
Xi'an Gaoxin	Owned	25,476
Taizhou	Owned	47,327
Kunming	Owned	33,702
Nanjing Zhujiang	Leased	30,823
Huai'an	Owned	48,000
Yancheng	Owned	62,000



Owned-to-leased GFA ratio

Upcoming store	Owned /leased	GFA (sq. m)
Shanghai (to be opened in 2Q 09)	Leased	About 20,000
Yangzhou II (to be opened in 2Q 09)	Leased	About 30,000

* As a percentage of total GFA (sq m) as at 31 December 2008

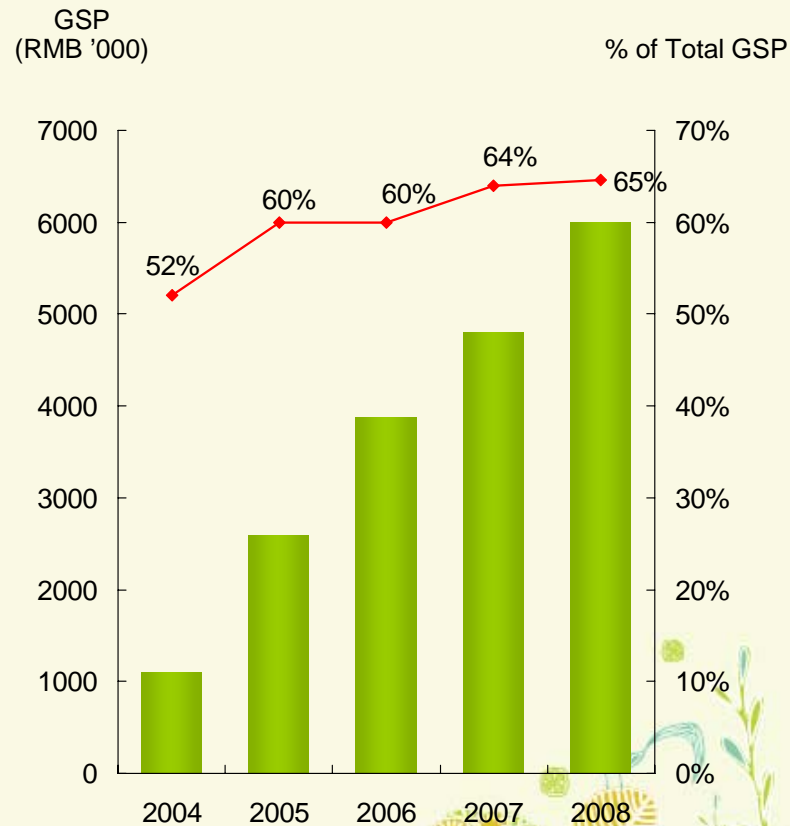
A Broad VIP Customer Base

A broad and growing VIP customer base has continued to strengthen customer loyalty to pave way for long term growth

- ▶ 600,000 members*
- ▶ VIP consumption accounted for 64.6% of total GSP in 2008
- ▶ 3 classes: Platinum, Gold and Silver
- ▶ Application and renewal based on spending
- ▶ Bonus awards, exclusive benefits

* As at 31 December 2008

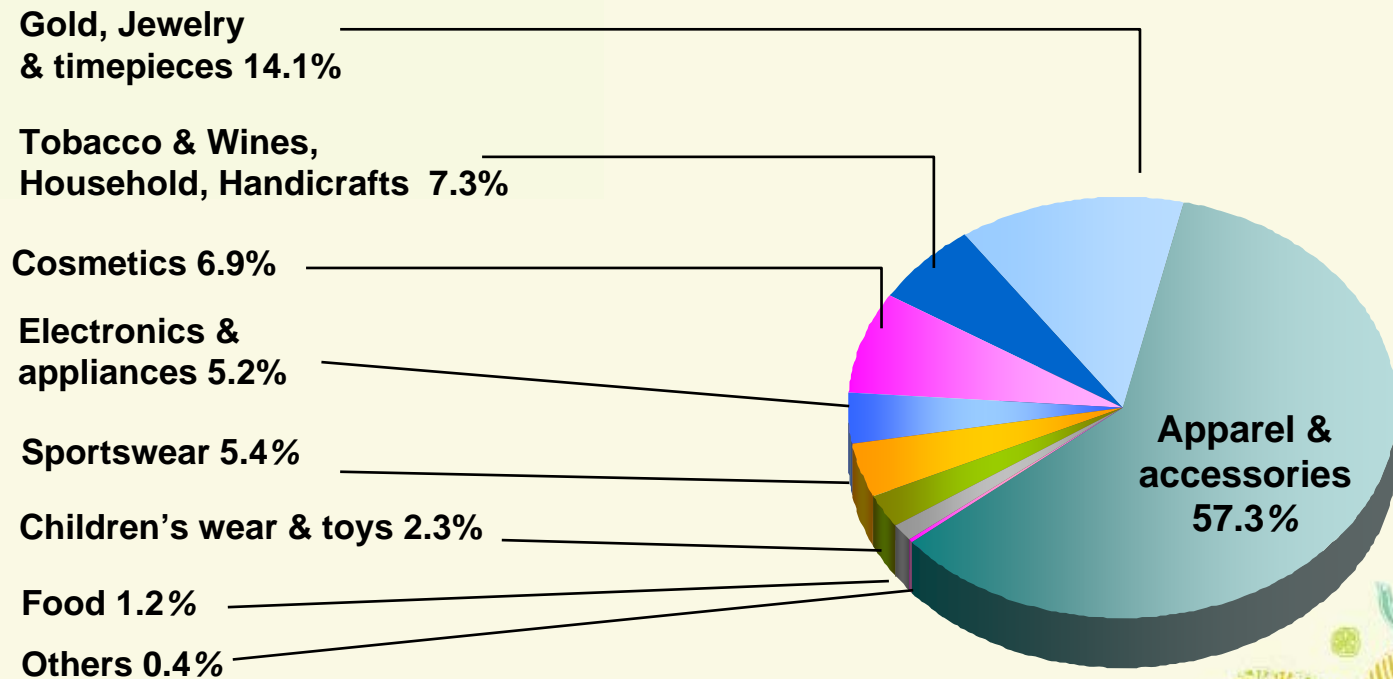
Purchases by VIP members



Merchandise Offering

- ▶ Increased proportion of high-end products (gold, jewelry & timepieces) to drive GSP and growth
- ▶ Introduced HERMES, GUCCI and FERRAGAMO

Merchandise Mix FY2008





Post Balance Sheet Events and Future Strategies

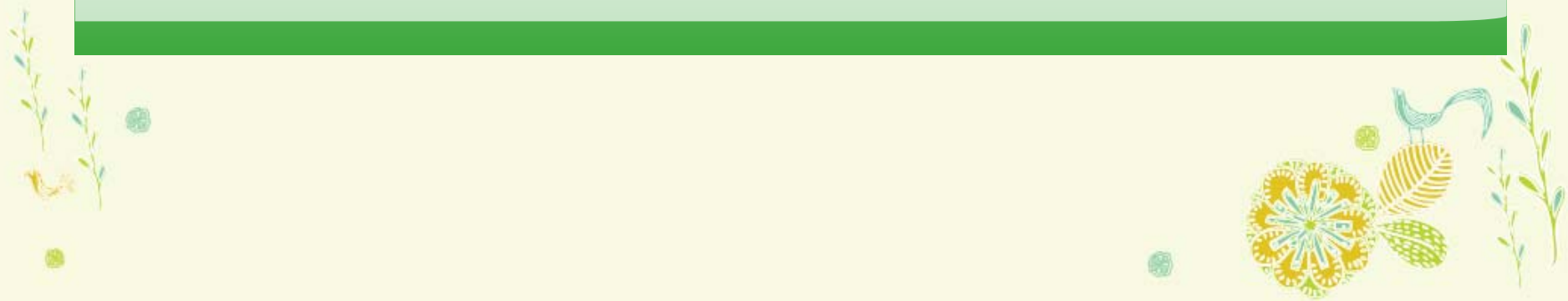
Post Balance Sheet Events

Strong Sales Figures for Jan - Feb of 2009

- ▶ Achieved over 20% growth in GSP
- ▶ Same store sales growth was in mid teens

Grand opening of Yancheng Golden Eagle Shopping Center

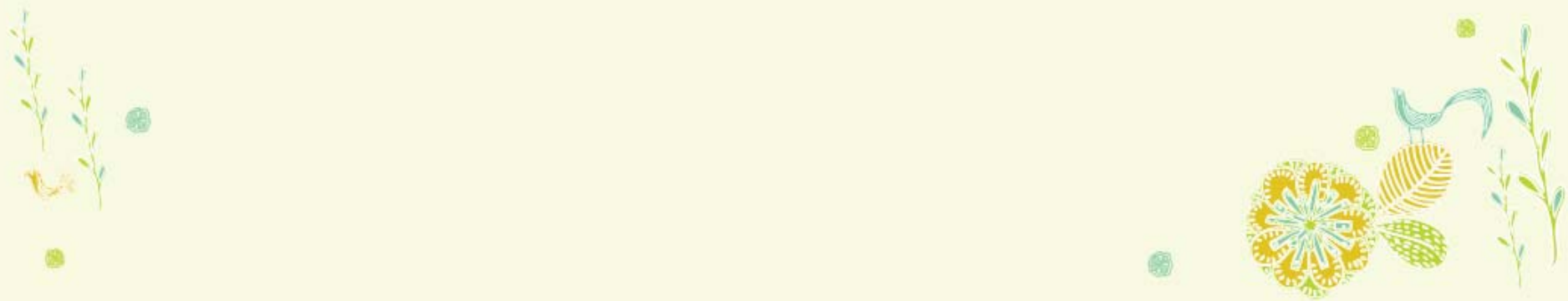
- ▶ Opened on 16 January 2009, with GSP of the day reaching RMB7.3 million



Post Balance Sheet Events

New Store Expansion

- ▶ The Group was appointed to manage Orient Department Store during Year 2009. The store carries luxury brands including GUCCI, EMPORIO ARMANI, FENDI and CELINE. The Group will receive 50% of profit increment as management consultancy fee
- ▶ On 29 December 2008, the Group entered into a lease agreement for Shanghai store. The store is scheduled to be reopened in 2Q 2009
- ▶ The Group has entered into a lease agreement with a third party to open our 2nd store in Yangzhou which will commence operation in 2Q 2009



Operating Strategy

- ▶ Effective adjustment of brand portfolio, merchandise mix and promotion campaigns to boost sales
- ▶ Implement effective cost control, optimize operation flow, enhance overall efficiency and management standard
- ▶ Expand the scale of self-operating purchasing operation

Growth Strategy

- ▶ Expanding into Jiangsu's neighboring provinces such as Anhui and Shandong
- ▶ Merger and acquisition of companies that provides attractive returns

Our Mission



“To be the leading premium department store chain in the PRC”





Open Forum

Disclaimer

- ▶ The material in this document is a presentation of general background information about the Company's activities at the date of the presentation. It is information given in summary form and does not purport to be complete. It is not intended to be relied upon as advice to potential investors. This presentation may not be reproduced or redistributed to any other person and you agree to keep the contents herein confidential. No representation or warranty, express or implied is made and no reliance should be placed on the accuracy, fairness or completeness of the information presented herein.
- ▶ These documents are not an offer of securities for sale inside or outside of the United States. Securities may not be offered or sold in the United States unless they are registered or exempt from registration. Any offering of securities to be made in the United States will be made by means of an offering circular that may be obtained from the Bank. Such offering circular will contain detailed information about the company and its management, as well as the Company's financial statements.
- ▶ This document may not be copied or otherwise reproduced and may not be distributed in the United States or to U.S. persons, or in Canada or Japan.

