



Annual Results 2015

Enriching everyone's life
一站式滿足生活所需



Lifestyle Center Update



▶ Continue to implement the “comprehensive lifestyle concept”

- Opened 4 brand new lifestyle centers with encouraging performances



Danyang



Kunshan



Nanjing Jiangning



Ma'anshan

GFA	52,976 sq.m.
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OFA	40,500 sq.m.
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Opening Date	Jan 2015
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2015 GSP	RMB150.4 M
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EBITDAR	RMB(10.1) M
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No. of self-controlled brands	7
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GFA	118,500 sq.m.
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OFA	77,831 sq.m.
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Opening date	Jan 2015
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2015 GSP	RMB311.7 M
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EBITDAR	RMB2.8 M
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No. of self-controlled brands	8
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GFA	144,710 sq.m.
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OFA	106,328 sq.m.
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Opening date	Jul 2015
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2015 GSP	RMB182.2 M
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EBITDAR	RMB2.7 M
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No. of self-controlled brands	14
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GFA	87,568 sq.m.
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OFA	62,300 sq.m.
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Opening date	Aug 2015
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2015 GSP	RMB115.0 M
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EBITDAR	RMB(6.8) M
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No. of self-controlled brands	11
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► Solidify the Group's presence in Jiangsu and Anhui

- adhere to the development strategy of acquiring premium properties at low cost, the Group completed the acquisition of four commercial projects on 31 December 2015



GFA	30,191 sq.m.
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OFA	21,115 sq.m.
-----	--------------

2015 GSP	RMB62.7 M #
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EBITDAR	RMB(9.2) M #
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GFA	23,710 sq.m.
-----	--------------

OFA	21,115 sq.m.
-----	--------------

2015 GSP	RMB8.5 M #
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EBITDAR	RMB7.5 M #
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GFA	30,629 sq.m.
-----	--------------

OFA	29,105 sq.m.
-----	--------------

2015 GSP	RMB216.1 M #
----------	--------------

EBITDAR	RMB5.7 M #
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GFA	98,906 sq.m.
-----	--------------

OFA	61,104 sq.m.
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2015 GSP	RMB1.4 M # (trial operation since Aug 2014)
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EBITDAR	RMB(36.2) M #
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Full year performance prior to the acquisition



▶ Continue to enrich value-for-money and distinctive merchandise offering

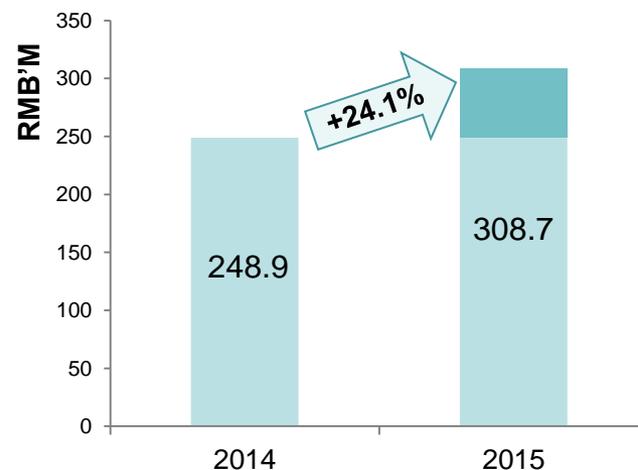
- Enlarged the portfolio of controllable merchandise from 43 to 67 brands
- Continue to focus on unique distinctive fashion brands as well as international household brands
- 2015 GSP RMB308.7 million,  24.1% YOY



List of key brands :

-  International Famous
-  Household & children
-  Multi-brands Store
-  Casual wear

Controllable merchandise GSP





Automobile

- **2015 GSP RMB295.8 million**
- **Chain operation of automobile integrated services provides extensive value-added services to VIP customers**
 - ✓ Volkswagen 4S shop
 - ✓ International Luxury Automobile Sales
 - ✓ Premium Second Hand Car Dealership
 - ▣ 2 stores with 35 cars sold in Jan and Feb 2016
 - ✓ Inspection Services
 - ✓ Automobile Repair, Maintenance and Modification
 - ✓ Car Beauty
 - ✓ Road Rescue





▶ Continue to develop star business, G-mart premium supermarket

- One of the major traffic drawers, targeting to customers who are looking for high quality of life experience
- G-Mart generated RMB845.1 million GSP in 2015, 📈 20.2% YOY





▶ Continue to develop O2O business model

- “goodee mobile App” registered over 4.8 million downloads,  140% with various enhanced functions to upgrade customers’ shopping experience and convenience
- 1.2 million VIP customers connected their E-VIP cards with the App
- newly launched functions, including movie ticket booking (看电影), F&B information and merchandise search

4.8 million Downloads

1.2 million Active users

Merchandise Search

Movie Ticket Booking

F&B Information

Discount Coupons

Car Parking

E-VIP Card

▶ Continue to develop O2O business model

Experience Store

APPS



Launched on
20 May 2015



Launched on 18 August 2015
8 stores opened at 31 December 2015

The soft launch of “金鷹购 Jinying.com”

- Effectively combined the functions of cross-border e-commerce and reward points redemption.
- Baby products, nutrition & health, beauty skin care cosmetics and imported food from US, Europe, Australia, New Zealand, Japan and Korea.
- 2015 GSP RMB45.0 million and it is profit making



Our Future Network



By the end of 2018, Golden Eagle will have 34 stores over China, with GFA of 2.9 million sq.m.



	No. of Stores	sq.m.
● Lifestyle Center	16	2.1M
● Department Store	18	0.8M
Total	34	2.9M

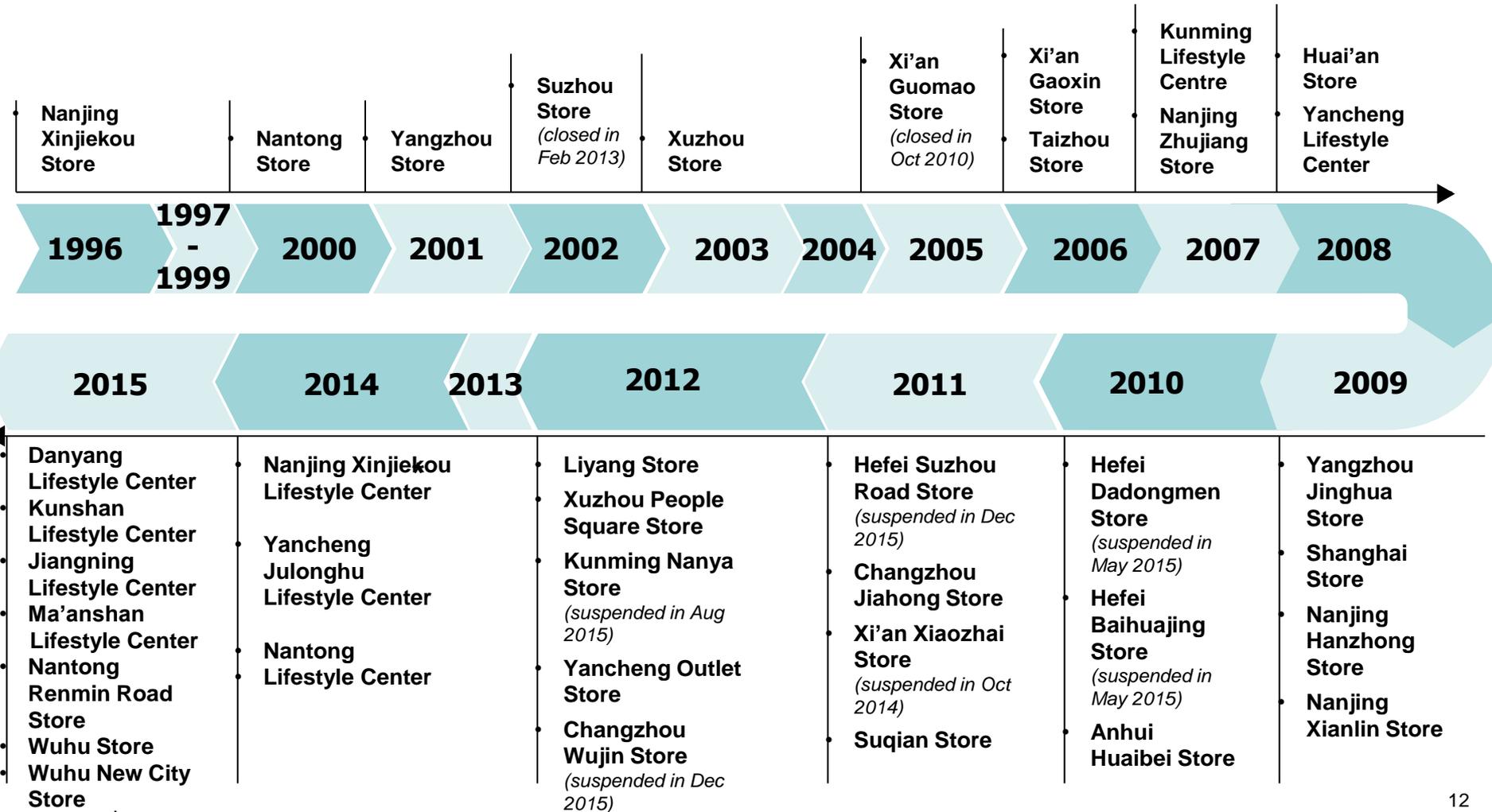


Business Review

Growing Presence in the PRC



- ▶ The Group's total GFA as at 31 December 2015 was 1,766,394 sq.m.
- ▶ Out of 29 operating stores, 10 stores are in the format of lifestyle center



* Nanjing Xinjiekou Store, together with the additional area of 81,098 sq.m., was upgraded to a lifestyle center in April 2014

Self Owned Properties

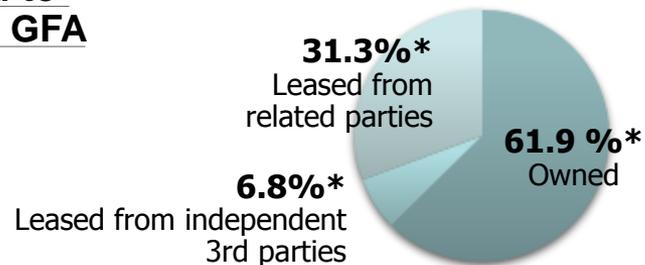


- ▶ Self-owned properties in prime locations account for **61.9%*** of our GFA
- ▶ **58.6%** of our GFA is in the lifestyle center format

In the format of lifestyle center

* As a percentage of total GFA (sq. m.) as at 31 Dec 2015

Owned-to-leased GFA ratio



	Store (in operation)	Owned / Leased	GFA (sq. m.)
1	Nanjing Xinjiekou #	Owned / Leased	85,303 / 29,242
2	Nantong	Owned	9,297
3	Yangzhou	Owned / Leased	37,562 / 3,450
4	Xuzhou	Owned	59,934
5	Xi'an Gaoxin	Owned	27,287
6	Taizhou	Owned	58,374
7	Kunming #	Owned	116,817
8	Nanjing Zhujiang	Leased	33,578
9	Huai'an	Owned	55,768
10	Yancheng #	Owned	95,904
11	Yangzhou Jinghua	Leased	29,598
12	Shanghai	Leased	19,668
13	Nanjing Hanzhong	Leased	12,462
14	Nanjing Xianlin	Leased	42,795
15	Anhui Huaibei	Leased	34,714

	Store (in operation)	Owned / Leased	GFA (sq. m.)
16	Changzhou Jiahong	Owned / Leased	18,362 / 34,183
17	Suqian	Owned	65,410
18	Liyang	Owned / Leased	53,469 / 18,355
19	Xuzhou People's Square	Owned	37,457
20	Yancheng Outlet	Leased	18,377
21	Yancheng Julonghu #	Leased	110,848
22	Nantong (lifestyle)#	Owned	94,700
23	Danyang #	Leased	52,976
24	Kunshan #	Owned	118,500
25	Jiangning #	Leased	144,710
26	Ma'anshan#	Leased	87,568
27	Nantong Renmin	Owned	30,191
28	Wuhu	Owned	30,629
29	Wuhu (lifestyle) #	Owned	98,906
	Total		1,766,394 13

Merchandising Offering



- ▶ Offer a wide range of mid-to-high-end merchandises to meet the “one-stop shopping” needs of our customers

Merchandise Mix in 2015

Category	2015 GSP Contribution	2014 GSP Contribution (Restated)	(+/-) % points	Top Performing Brands
Apparel & Accessories	49.8%	50.1%	-0.3	TEENIEWEENIE <i>All That Bear</i> C31 ROTC LONDON C.BANNER 千百度 Belle 百丽 COACH V·GRASS E·LAND Sofelin 沙驰 INSUN
Gold, Jewellery and Timepieces	17.3%	19.9%	-2.5	老鳳祥 OMEGA 浪琴表 LONGINES® TIMEVALLÉE 周大福 时光天地 CHOW TAI FOOK
Cosmetics	8.7%	8.6%	+0.1	LANCÔME PARIS Dior SK-II 兰蔻 CHANEL CLINIQUE ESTÉE LAUDER AUPRES LANEÏGE 兰芝 Kiehl's SINCE 1851
Outdoors and Sportswear	5.8%	4.8%	+1.0	SKECHERS World Famous adidas new balance FILA NIKE Jack Wolfskin AT HOME OUTDOORS
Electronics and Appliances	4.5%	4.4%	+0.1	Canon BOSE Apple HUAWEI SONY
Tobacco and Wines, Household and Handicrafts	4.1%	4.4%	-0.3	北京同仁堂 Fissler 菲仕乐 WMF Violet 紫罗兰®
Children's Wear and Toys	3.3%	2.8%	+0.5	E·LAND KIDS adidas kids NikeKids allo&lugh PawPaw
Supermarket and Others	6.5%	5.0%	+1.4	Smart 金鹰超市 Mr.Pizza 卢米埃影城 LUMIERE PAVILLON STARBUCKS COFFEE 西贝 莜面村

A Broad VIP Customer Base

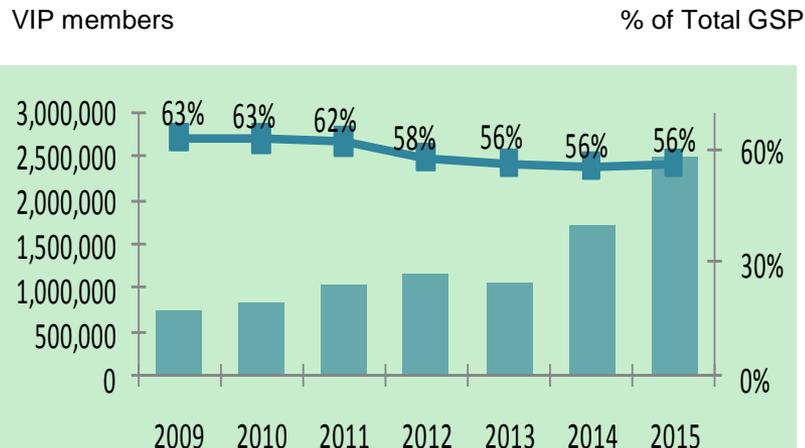


A broad and growing VIP customer base continued to strengthen customer loyalty to pave way for long-term growth

- ▶ 2.5 million members*
- ▶ VIP consumption accounted for 56.3% of total GSP in 2015
- ▶ 2 types:
 - i) G. Club: Platinum and Gold, application and renewal based on spending
 - ii) G. Point: Pre-VIP, free to apply and point awards only
- ▶ Point awards, exclusive benefits
- ▶ Introduced co-branded credit cards with different banks

* As at 31 December 2015

VIP consumption



Store Sales

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

	Chain Store	Years into operation ⁽¹⁾	Retail OFA (sq.m.)	Lifestyle OFA (sq.m.)	Total OFA (sq.m.) ⁽²⁾	2015 Sales (RMB'M)	SSSG (%)	2015 ASP (RMB) ⁽³⁾	2014 ASP (RMB) ⁽³⁾
1	Nanjing Xinjiekou Lifestyle Center	19.5	57,840	22,769	80,609	2,955 ⁽⁴⁾	-5.3% ⁽⁴⁾	1,411	1,459
2	Nantong	15	5,546	211	5,757	171	-31.7%	864	1,023
3	Yangzhou	14	27,478	1,403	28,881	1,507	-6.6%	1,111	1,045
4	Xuzhou	12	37,581	5,654	43,235	1,775	-8.1%	989	991
5	Xi'an Gaoxin	9.5	18,788	1,929	20,717	929	-11.8%	1,243	1,230
6	Taizhou	9	32,240	8,640	40,880	796	-4.3%	877	841
7	Kunming Lifestyle Center	8.5	38,366	39,674	78,040	690	5.5%	890	904
8	Nanjing Zhujiang	8	20,294	6,213	26,507	450	-22.4%	740	845

(1) As at 31 December 2015

(2) Retail OFA of 817,1973 sq.m., Lifestyle OFA of 396,989 sq. m. and total OFA of 1,214,962 sq. m. as at 31 December 2015

(3) Excluding supermarket sales. Same store ASP RMB 866 (2014: RMB 882)  1.8%

(4) Including sales contribution from 81,098 sq. m. additional GFA soft-opened in 26 April 2014

Store Sales (Cont'd)



	Chain Store	Years into operation ⁽¹⁾	Retail OFA (sq.m.)	Lifestyle OFA (sq.m.)	Total OFA (sq.m.) ⁽²⁾	2015 Sales (RMB'M)	SSSG (%)	2015 ASP (RMB) ⁽³⁾	2014 ASP (RMB) ⁽³⁾
9	Huai'an	7	27,117	6,583	33,700	490	-3.1%	858	835
10	Yancheng Lifestyle Center	7	42,112	17,962	60,074	1,203	-3.1%	996	916
11	Yangzhou Jinghua	6.5	18,621	594	19,215	530	11.2%	693	609
12	Shanghai	6.5	1,614	0	1,614	80 ⁽⁵⁾	-48.6% ⁽⁵⁾	5,949	3,538
13	Nanjing Hanzhong	6.5	9,799	537	10,336	280	0.3%	410	409
14	Nanjing Xianlin	6	29,897	3,593	33,490	726	1.7%	478	467
15	Anhui Huaibei	5	22,821	5,977	28,798	338	2.1%	608	606
16	Changzhou Jiahong	4.5	25,448	9,479	34,927	60 ⁽⁶⁾	-34.1% ⁽⁶⁾	418	518
17	Suqian	4	39,558	11,700	51,258	446	19.4%	680	642

(1) As at 31 December 2015

(2) Retail OFA of 817,1973 sq.m., Lifestyle OFA of 396,989 sq.m. and total OFA of 1,214,962 sq.m. as at 31 December 2015

(3) Excluding supermarket sales. Same store ASP RMB866 (2014: RMB882) ↓ 1.8%

(5) Store closed for major revamp since 30 May 2014

(6) Due to unsatisfactory property condition, GFA was reduced from 59,906 sq.m. to 45,690 sq.m. since Oct 2014

Store Sales (Cont'd)



	Chain Store	Years into operation ⁽¹⁾	Retail OFA (sq.m.)	Lifestyle OFA (sq.m.)	Total OFA (sq.m.) ⁽²⁾	2015 Sales (RMB'M)	SSSG (%)	2015 ASP (RMB) ⁽³⁾	2014 ASP (RMB) ⁽³⁾
18	Liyang	4	28,253	18,418	46,671	186	-8.8%	583	538
19	Xuzhou People's Square	4	15,990	11,162	27,152	276	5.8%	700	654
20	Yancheng Outlet	3.5	14,568	585	15,153	132	1.6%	346	337
21	Yancheng Julonghu Lifestyle Center	1.5	53,420	30,006	83,426	357	-	752	712
22	Nantong Lifestyle Center	1	38,372	7,867	46,239	325	-	753	939
23	Danyang Lifestyle Center	Jan 2015	29,117	11,383	40,500	150	-	578	-
24	Kunshan Lifestyle Center	Jan 2015	37,337	40,494	77,831	312	-	700	-
25	Jiangning Lifestyle Center	Jul 2015	65,134	41,194	106,328	182	-	621	-
26	Ma'anshan Lifestyle Center	Aug 2015	33,876	28,424	62,300	115	-	737	-

(1) As at 31 December 2015

(2) Retail OFA of 817,1973 sq.m., Lifestyle OFA of 396,989 sq.m. and total OFA of 1,214,962 sq.m. as at 31 December 2015

(3) Excluding supermarket sales. Same store ASP RMB866 (2014: RMB882) 1.8%



Upcoming New Stores

Upcoming New Stores



	Upcoming store GFA (sq .m.)	Owned / Leased	2016	2017 and onwards
1	Qujiang, Shaanxi @	Managed	48,502	
2	Suzhou 2, Jiangsu @	Owned	176,764 &	
3	Hexi, Nanjing @	Owned / Managed		160,000 / 114,000
4	Xianlin Additional, Nanjing @	Owned		168,900
5	Xuzhou Additional, Jiangsu @	Owned / Managed		48,800 / 10,000
6	Jiangdu, Yangzhou @	Owned		250,000
7	Changzhou 3, Jiangsu	Leased		60,000
8	Danyang Additional, Jiangsu @	Leased		58,100
	Total	1,095,066	225,266	869,800
	% Year End GFA Increase	1,766,394 (as at 31 Dec 2015)	12.8%	43.7%
	% of Owned Property (GFA)		63.8%	66.3%
	Estimated Max Capex. (RMB)		Around 1.5 billion each year	

@ To be in the format of comprehensive lifestyle center (全生活中心)
 & Including car parking spaces of 44,741 sq.m..



Financial Highlights

2015 Profit Analysis



*Year ended 31 December
(RMB million)*

	2015	2014 (restated)	(+/-)
Gross Sales Proceeds (GSP)	16,291.8	16,254.0	+0.2%
Concessionaire Sales	13,993.1	14,205.2	-1.5%
Direct Sales	2,024.8	1,866.9	+8.5%
Rental Income	236.5	149.9	+57.7%
Automobile Services Fees	33.6	32.0	+5.3%
Management Fee Income	3.8	-	n/a
Gross Profit	2,685.8	2,602.7	+3.2%
Profit Attributable to Shareholders	1,039.7	1,086.9	-4.3%
EPS – Basic (RMB)	0.597	0.602	-0.8%
Retail EBIT	1,206.4	1,328.9	-9.2%
Retail EBITDA	1,561.2	1,585.5	-1.5%

2015 Margin Analysis



*Year ended 31 December
(%)*

	2015	2014 (restated)	(+/-) % points
Gross Margin	19.3%	18.7%	+0.5
Concessionaire rate from concessionaire sales (new store dilution)	17.7%	18.2%	-0.5
Merchandise sales margin (increase controllable merchandise sales)	20.8%	16.6%	+4.2
Automobile sales margin	0.4%	3.1%	-2.7

Financial Position



<i>RMB million</i>	As at 31 Dec 2015	As at 31 Dec 2014 (restated)
Total Assets	19,813.1	16,620.0
Total Liabilities	14,493.6	11,175.1
Net Assets	5,319.5	5,444.9
Cash and Near Cash (note 1)	4,290.9	5,429.6
Total Borrowings	8,311.8	5,546.0
Short-term Loans	233.7	1,013.8
10-Year Secured Bank Loans	778.5	-
3-Year Syndicated Loans	4,866.4	2,112.6
10-Year Senior Notes	2,433.2	2,419.6
Net Debts	(4,020.9)	(116.4)
Gearing Ratio (note 2)	42.0%	33.4%

Note 1: *Cash and near cash represents bank balances and cash and various short-term bank related deposits, including investments in interest bearing instruments, structured bank deposits and restricted cash*

Note 2: *Gearing ratio = total borrowings / total assets*

Cash Flow Statement



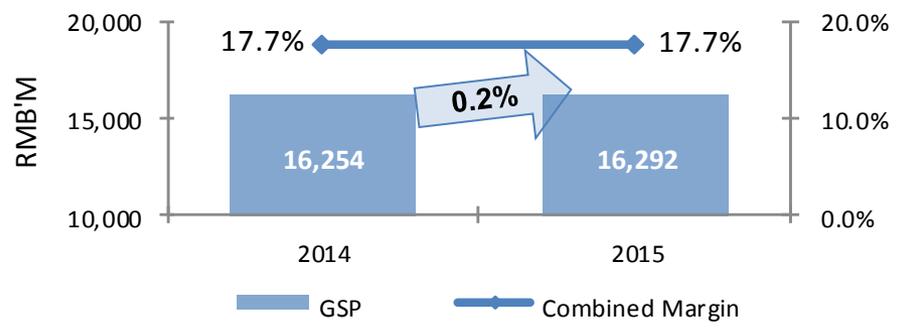
*Year ended 31 Dec
(RMB million)*

	2015	2014 (restated)
Net cash generated from operating activities	1,017.2	717.4
- Operating cash flows before working capital movements	1,707.7	1,632.8
- Decrease in deferred revenue	(278.0)	(401.2)
Net cash used in investing activities	(649.1)	(465.2)
- Capex for the period	(1,040.8)	(1,063.4)
- Acquisition of subsidiaries and assets	(677.3)	(80.0)
- Changes in short-term bank related deposits	1,608.1	659.5
- Interests in joint venture and associates	(813.8)	(351.3)
Net cash generated from (used in) financing activities	43.2	(115.9)
- Increase in net bank borrowings	1,632.7	1,002.4
- Repurchase of own shares	(787.6)	(461.1)
- Redemption of senior notes	(109.0)	-
- Dividends paid to owners of the Company	(455.0)	(522.0)
Net increase in cash and cash equivalents	<u>411.3</u>	<u>136.3</u>

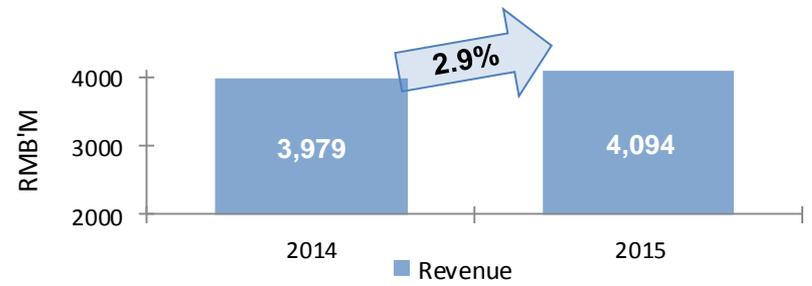
Growth and profitability



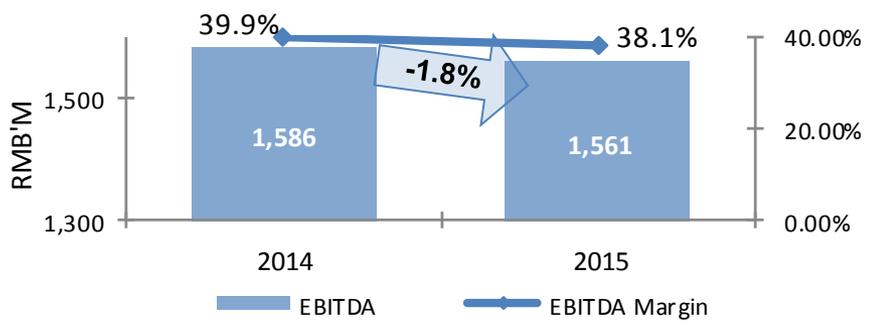
GSP & Combined Margin



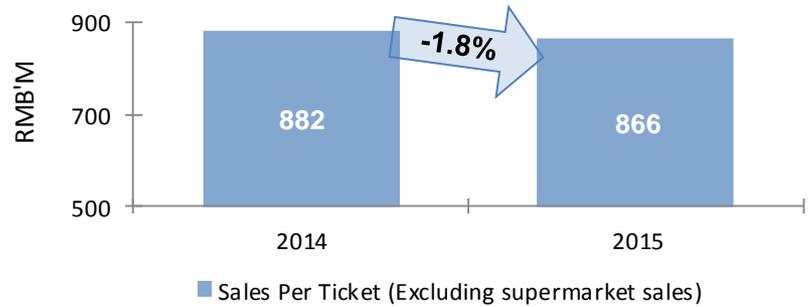
Revenue



EBITDA



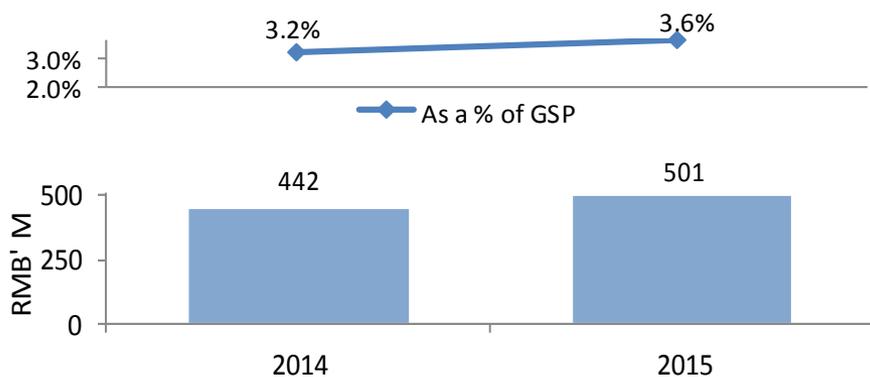
Sales Per Ticket (same store basis)



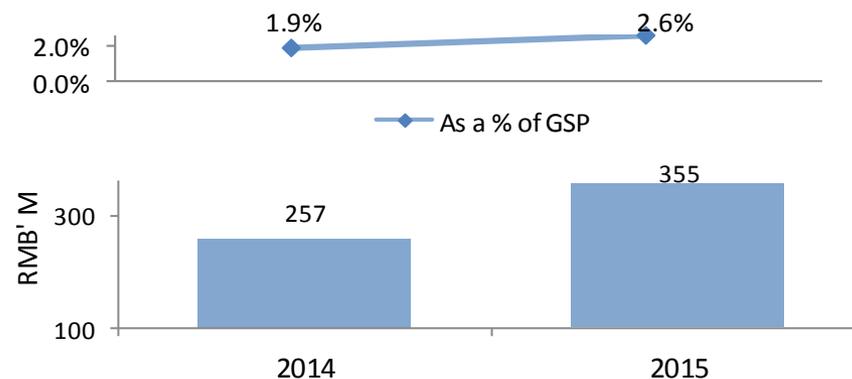
Expense ratio



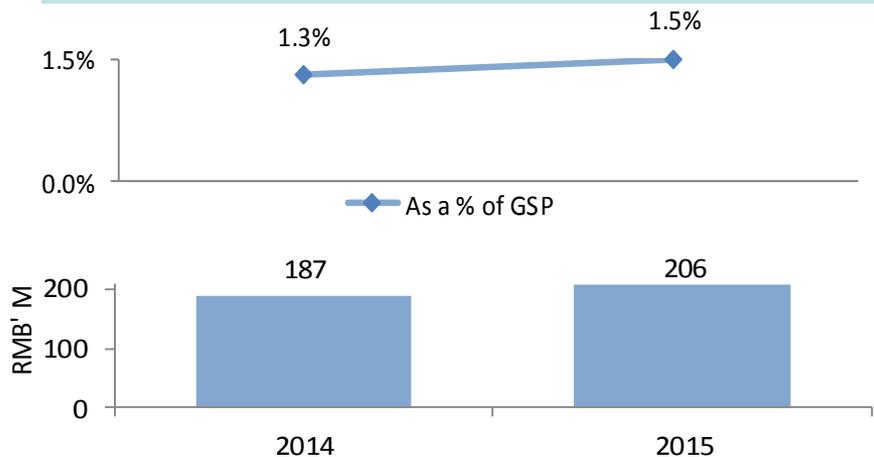
Staff Expense



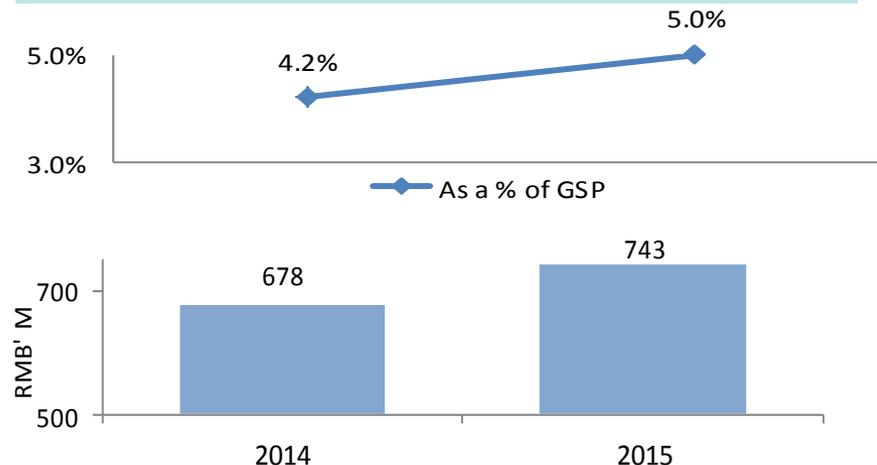
Depreciation and Amortisation



Rental Expense



Other Operating Expenses





Open Forum

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