



To : Business Editor
FOR IMMEDIATE RELEASE

Parkson Announces Results For The Year Ended December 2010

Improving Same Store Sales Growth and Expansion to Accelerate

Financial Highlights

For the 12 months ended 31 December,			
	2010 (RMB'000)	2009 (RMB'000)	% Change
Total gross sales proceeds	14,105,567	12,367,494	+14.1
Total operating revenues	4,400,078	3,908,634	+12.6
Profit from operations	1,467,927	1,330,193	+10.4
Net profit attributable to the Group	991,808	910,846	+8.9
Basic earnings per share	RMB0.353	RMB0.325	+8.6

(21 February 2011 – HONG KONG) **Parkson Retail Group Limited** and its subsidiaries, jointly-controlled entities and an associate (“Parkson” or the “Group”, stock code: 3368) today announced its results for the year ended 31 December 2010.

Parkson continued to deliver solid performance in the year 2010. Total gross sales proceeds surged 14.1% to RMB14,105.6 million as Same Store Sales (“SSS”) growth improved to 11.4%. Profit from operations increased by 10.4% and net profit attributable to the Group surged 8.9% to RMB991.8 million. Basic earnings per share was RMB0.353, improved by 8.6% over the same period of last year. Excluding the impact from the employee share options expense, profit from operations, on a comparable basis, increased by 13.5% to RMB1,509.7 million and net profit attributable to the Group surged 13.5% to RMB1,033.6 million.

The board of directors proposed a final dividend of RMB0.10 (2009: RMB0.10) in cash per share.

Business Review

Commenting on the results, Mr. Alfred Cheng Yoong Choong, Managing Director of Parkson said, "The Group delivered a commendable performance in the year 2010 with an encouraging improvement in the SSS growth as the Group continued to realign the usage of available trading floor area to maximize its productivity."

"The Group remodeled the Hefei store and Xian Shidai store and introduced the latest fashion and premium cosmetic brands. The remodeling work on our Xinjiang store is still ongoing and expected to complete in the year 2011. Our flagship stores in Nanning and Nanchang are targeted for similar exercises in the year 2011. The Group opened 4 new stores in the year 2010 with aggregated gross floor area of approximately 140,000 square meters. Our first store in Zigong, Sichuan province, which was originally scheduled to open in the month of December 2010 was delayed but has opened in January 2011". Mr. Cheng said.

The Group now operates and manages a total of 47 department stores across 30 major cities in China, including 40 self-owned stores and 7 managed stores.

Prospects

Mr Cheng further commented, "Looking forward, the Group believes that domestic consumption will lead the economic growth in PRC over the next decade. Given the size and continuous expansion of its economy, increasing urbanization and continuous emergence of middle class, improved social safety net and an economic growth model that will be powered by its consumers, the Group believes that the PRC domestic consumption market is entering into a "Golden Era" of strong growth. We are very excited about the opportunity and prospect of our business operation and will accelerate our expansion program."

"To capitalise on the fast growing domestic consumption market, the Group is targeting to open 8 to 10 new stores annually for the year 2011 and the year 2012," Mr. Cheng concluded.

Corporate Information

Parkson is one of the leading department store chains in China, focusing on four categories of merchandise: Fashion & Apparel; Cosmetics & Accessories; Household & Electrical; and Groceries & Perishables, targeting the middle to upper middle-income consumers. Parkson was established in Malaysia in 1987 and started the China operation in 1994 thus making it one of the foreign pioneers in China department store industry.

*Issued by Financial Dynamics International for and on behalf of **Parkson Retail Group Limited**.
For further information, please contact:*

Parkson Retail Group Limited
c/o Financial Dynamics International
Tel: (852) 2801 5333 Fax: (852) 2801 5323

Karen Yu/ Elaine Chan
Financial Dynamics International
Tel: (852) 3716 9830 / 9878 Fax: (852) 3716 9888
Mobile: (852) 6129 7050/ 9633 5463
E-mail: karen.yu@fd.com/ elaine.chan@fd.com