



To : Business Editor

FOR IMMEDIATE RELEASE

Parkson Announces Interim Results For Six Months Ended 30 June 2011

Stronger Performance and Firmly on Track
for Sustainable Growth

Financial Highlights

For the six months ended 30 June,

	2011 (RMB'000)	2010 (RMB'000)	% Change
Total gross sales proceeds	8,158,643	6,883,051	18.5%
Profit before tax	801,665	685,369	17.0%
Net profit attributable to the Group	584,760	504,897	15.8%
Basic earnings per share	RMB0.2081	RMB0.1798	15.7%

(19 August 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 interim results for the six months ended 30 June 2011.

Parkson delivered stronger growth in the first half of the year 2011. Total gross sales proceeds surged 18.5% to RMB8,158.6 million with Same Store Sales (“SSS”) growth improved to 13.3%. Profit before tax increased by 17.0% and net profit attributable to the Group surged 15.8% to RMB584.8 million. Basic earnings per share was RMB0.2081, improved by 15.7% over the same period of last year.

The board of directors proposed an interim dividend of RMB0.07 in cash per share, an increase of 16.7% over the same period of last year

Business Review

Commenting on the results, Mr. Alfred Cheng Yoong Choong, Managing Director of Parkson said,

~ to be continued ~

“The Group had a good start for the year with stronger financial performance and good progress made in various parts of the business to build further sustainable growth in the future. SSS growth recovered further to 13.3%.”

“The Group achieved considerable progresses under our accelerated expansion plan with a firm schedule to open at least 7 stores before the end of the current financial year and 8-10 stores each for the year 2012 and the year 2013”. Mr. Cheng said.

The Group operates and manages 46 department stores in 30 cities in China.

Prospects

Mr Cheng further commented, “In line with the shift of PRC economic growth model under the 11th economic development plan and reinforced under the 12th economic development plan, the Group expects the household incomes for both the urban and rural community continue to outgrow the economic expansion in the next decade and thus the emergence of middle class should accelerate which will support growing consumption.”

“Given the Group middle to middle upper market position, the Group is strategically positioned to capitalize on the acceleration in the emergence of middle class and their increasing disposable incomes. Expansion plan in the coming 3 years will emphasize on existing markets or nearby cities to better utilize the Group many advantaged positions. Average size of the new stores will increase gradually as the Group seeks to increase its offering of valued merchandise and quality services to better service our customers in this increasingly competitive market environment,” Mr. Cheng concluded.

- End -

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.

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*Issued by Financial Dynamics International for and on behalf of **Parkson Retail Group Limited**.
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