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SPRINGLAND

Springland International Holdings Limited

華地國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1700)

**UNAUDITED OPERATIONAL STATISTICS
FOR THE YEAR ENDED 31 DECEMBER 2011**

The board (the “Board”) of the directors of Springland International Holdings Limited (the “Company”) hereby announces the operational statistics of the Company and its subsidiaries (collectively the “Group”) for the year ended 31 December 2011 (unaudited) as follows:

For the year ended 31 December 2011 (unaudited):-

Department Store Business:

Total Sales Proceeds ⁽¹⁾ of RMB6,522.9 million, Y-o-Y growth ⁽²⁾ of 27.8%

Same store sales growth ^(3,4) for 25.4%

Supermarket Business:

Total Sales Proceeds of RMB2,173.9 million, Y-o-Y growth of 24.3%

Same store sales growth ⁽³⁾ 10.9%

Stores with top five Total Sales Proceeds in Department Store Business:-

Department Store	Province	Commencement Date of Operation	Operation Floor Area (sq.m.)	Total Sales Proceeds		Same store sale growth
				Year ended 31 December 2011	Year ended 31 December 2010	
				(RMB' million)	(RMB 'million)	
Wuxi Yaohan*	Jiangsu	July 1996 ⁽⁵⁾	55,067	1,494.8	1,263.7	18.3%
Yixing Springland*	Jiangsu	Dec 1994	23,037	880.6	733.1	20.1%
Jiangyin Springland*	Jiangsu	Sep 2005	29,707	867.0	679.7	27.6%
Zhenjiang Yaohan ⁽⁴⁾	Jiangsu	Jan 2010	59,261	776.5	500.6	N/A
Liyang Yaohan ⁽⁴⁾	Jiangsu	Aug 2002	24,120	500.2	461.2	N/A

* Those stores marked with asterisk are included in the computation of same store sales growth of Department Store Business

Notes:

- (1) Total Sales Proceeds represent the sum of gross revenue from concessionaire sales, revenue from direct sales and rental income.
- (2) Y-o-Y: year-on-year growth rate, as compare to same period of last year
- (3) Same store sales growth represents change in total sales proceeds for stores having operations throughout the comparable period.
- (4) Same store sales growth for department store business excluded sales proceeds from (i) Zhenjiang Yaohan Store; (ii) Nantong Yaohan Store, which was close down for renovation during May 2010 to September 2010; and (iii) Liyang Springland Store and Danyang Springland Store, which were under renovation during July 2011 to December 2011.
- (5) The Group acquired 100% equity interest of Wuxi Yaohan Store in July 2006 and the store started operation on July 1996.

CAUTION STATEMENT

The Board wishes to remind investors that the above operational statistics are based on the unaudited management accounts of the Group which have not been reviewed or audited by auditors. Differences may arise between such statistics and the data to be disclosed in audited report due to review and audit adjustment. Such statistics are provisional and for reference purposes only. Investors are cautioned not to unduly rely on such statistics and are advised to exercise caution in dealing in the shares of the Company.

This announcement is a voluntary information disclosure.

By order of the Board
Springland International Holdings Limited
Chen Jianqiang
Chairman

Hong Kong, 16 January 2012.

As at the date of this announcement, the Board comprises four executive directors, namely Mr. Chen Jianqiang, Mr. Tao Qingrong, Mr. Fung Hiu Lai and Mr. Yu Yaoming; two non-executive directors, namely Mr. Wang Lin and Mr. Fung Hiu Chuen, John; and three independent non-executive directors, namely Dr. Lin Zhijun, Dr. Zhang Weijiong and Mr. Wang Shuaiting.