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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 SIX MONTHS ENDED 30 JUNE 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 six months ended 30 June 2011 (unaudited) as follows:

***For the six months ended 30 June 2011 (unaudited):-***

**Department Store Business:**

Total Sales Proceeds <sup>(1)</sup> of RMB3,280.0 million, Y-o-Y growth <sup>(2)</sup> of 33.0%

Same store sales growth <sup>(3)</sup> included total sales proceeds of Zhenjiang Yaohan Store and Nantong Yaohan Store is 33.3%; same store sales growth <sup>(3)</sup> excluded total sales proceeds of Zhenjiang Yaohan Store <sup>(4)</sup> and Nantong Yaohan Store <sup>(5)</sup> is 29.8%

**Supermarket Business:**

Total Sales Proceeds <sup>(1)</sup> of RMB1,091.5 million, Y-o-Y growth <sup>(2)</sup> of 27.1%

Same store sales growth <sup>(3)</sup> 14.4%

Department Stores with Top Five Sales Proceeds <sup>(1)</sup> in Department Store Business:-

Department Store	Province	Commencement Date of Operation	Operation Floor Area (sq.m.)	Total Sales Proceeds <sup>(1)</sup>		Same store sale growth <sup>(3)</sup>
				Six months ended 30 June 2010	Six months ended 30 June 2011	
				(RMB' million)	(RMB 'million)	
Wuxi Yaohan	Jiangsu	July 1996 <sup>(6)</sup>	55,067	564.4	742.3	31.5%
Yixing Springland	Jiangsu	Dec 1994	23,037	362.6	446.5	23.1%
Jiangyin Springland	Jiangsu	Sep 2005	29,707	332.6	425.2	27.8%
Zhenjiang Yaohan	Jiangsu	Jan 2010	59,261	208.1	387.7	86.3%
Liyang Springland	Jiangsu	Aug 2002	24,120	235.2	292.1	24.2%
Others <sup>(7)</sup>			159,304	763.6	986.2	N/A
Total			350,496	2,466.5	3,280.0	

Note:

- (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) Zhenjiang Yaohan Store opened on 28 January 2010
- (5) The total sales proceeds for Nantong Yaohan Store are RMB239.7 million for the six months ended 30 June 2011 and Nantong Yaohan was closed down for renovation during May 2010 to September 2010.
- (6) The Group acquired 100% equity interest of Wuxi Yaohan Store in July 2006
- (7) Total Sales Proceeds for six months ended 30 June 2010 included the sales proceeds derived from Nanjing Yaohan Store. Nanjing Yaohan Store was disposed on 28 June 2010.

**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, 11 July 2011

*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.*