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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 2014**

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 2014 (unaudited) as follows:

For the six months ended 30 June 2014 (unaudited):-

Department Store Business:

Total Sales Proceeds ^(1,5) of RMB4,394.0 million, Y-o-Y decline ⁽²⁾ of 1.7%

Same store sales ⁽³⁾ decline of 1.1%

Supermarket Business:

Total Sales Proceeds ⁽¹⁾ of RMB 1,419.3 million, Y-o-Y growth ⁽²⁾ of 6.6%

Same store sales growth of 1.0%

Department Stores with Top Five Sales Proceeds in Department Store Business:-

Department Store	Province	Opening Time	Operation Floor Area	Total Sales Proceeds		Sales proceeds growth/decline
				Six months ended 30 June 2014	Six months ended 30 June 2013	
			(sq.m.)	(RMB 'million)		
Wuxi *	Jiangsu	July 2006	56,969	737.2	823.4	-10.5%
Zhenjiang *	Jiangsu	Jan 2010	72,914	664.6	641.8	3.6%
Jiangyin *	Jiangsu	Sep 2005	29,707	495.7	498.5	-0.6%
Yixing ⁽⁴⁾	Jiangsu	Dec 1994	23,037	372.5	435.4	-14.4%
Nantong *	Jiangsu	Nov 2009	41,685	328.0	308.1	6.4%
Others				1,796.0	1,762.4	1.9%
Total				4,394.0 ⁽⁵⁾	4,469.6 ⁽⁵⁾	-1.7%

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

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 growth/decline: year-on-year growth/decline rate, as compare to same period of last year
- (3) Same store sales growth/decline represents change in total sales proceeds for stores having operations throughout the comparable period
- (4) Same store sales for department store business excluded sales proceeds from Yixing Springland store, which were under renovation since March 2014.
- (5) Total sales proceeds exclude sales proceeds generated from Zhenjiang Commercial Building and Zhenjiang Hengsheng Shopping Plaza. The Group holds 50% equity interest of the stores through a jointly controlled entity

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
Chen Jianqiang
Chairman

Hong Kong, 18 July 2014

As at the date of this announcement, the Board comprises three executive Directors, namely Mr Chen Jianqiang, Mr Tao Qingrong and Mr Yu Yaoming; one non-executive Director, namely Mr Fung Hiu Chuen, John; and three independent non-executive Directors, namely Dr Lin Zhijun, Dr Zhang Weijiong and Mr Cheung Yat Ming.