

Statement

“New World Department Store” has recently learnt that, “Fortune International Center” (「财富国际中心」) (was named “Hong Kong New World Plaza” (「香港新世界广场」) and currently named “Hong Kong New World Store Plaza” (「香港新世界百货商业广场」)) project at ZheJiang Province Jiaxing city , where it uses in vast amount the name “Hong Kong New World” , “New World Department Store” and “New World Department Store China Limited”’s name and its legally registered trademarks in its sale and marketing materials. In order to clarify the truth, we now solemnly make the following statement:

“New World Department Store” is not the operator of “Fortune International Center” (「财富国际中心」) and has never authorized or permitted the developer of “Fortune International Center” (「财富国际中心」) to change its name to “Hong Kong New World Plaza” (「香港新世界广场」) or “Hong Kong New World Department Store Business Plaza” (「香港新世界百货商业广场」). Also, “New World Department Store” has never authorized or permitted the developer of “Fortune International Center” (「财富国际中心」) to use “Hong Kong New World” , “Hong Kong New World Department Store”, “New World Department Store”, logo 「」, logo 「」 and other names and its legally registered trademarks belongs to “New World Department Store” in any of its sale and marketing materials. “New World Department Store” has never issued or signed the confirmation letter that the developer proclaimed to have introduced “New World Department Store” to “Hong Kong New World Plaza” (「香港新世界广场」). “Hong Kong New World Plaza”’s (「香港新世界广场」) (currently named “Hong Kong New World Department Store Business Plaza” (「香港新世界百货商业广场」)) sales, marketing and advertisement has no any connections with “Hong Kong New World” or “New World Department Store”, and “New World Department Store” does not agree or accept such actions. Thus, regarding the falsified marketing actions by that project’s developer, our company feels deeply confounded and disturbed.

“New World Department Store” is a reputable cooperation, we upheld our lawful operation principles, sincerity and trust ideals, and we work hard to serve consumers and the general public. In order to avoid confusion, honor the facts and in line with our responsible attitude, thus, for clarification, we hereby specifically make the above statement. At the same time, “New World Department Store” reserves the rights to defend its legal rights any time when necessary.

New World Department Store China Limited
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