





Continue to implement the "comprehensive lifestyle concept"

Opened 5 brand new
 lifestyle centers in the past
 12 months with
 encouraging performances







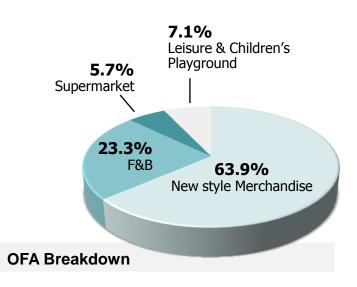




Yancheng Julonghu Lifestyle Center







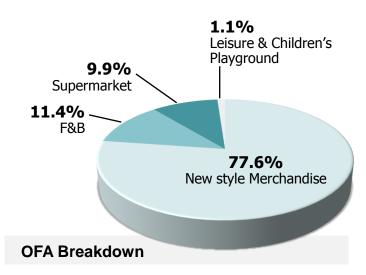
GFA	110,848 sq.m.
OFA	82,748 sq.m.
Opening date	Sept 2014
1H2015 GSP	RMB164.5M
EBITDAR	RMB10.4M
No. of brands	420
No. of self- controlled brands	17



Nantong Lifestyle Center







GFA	94,700 sq.m.
OFA	46,029 sq.m.
Opening date	Dec 2014
1H2015 GSP	RMB161.9M
EBITDAR	RMB(7.1)M
No. of brands	344
No. of self- controlled brands	15

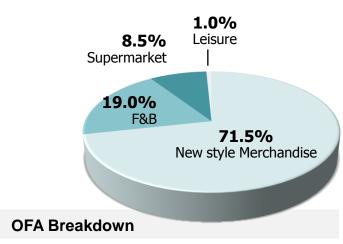




Danyang Lifestyle Center







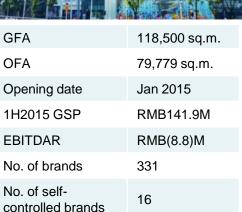
GFA	52,976 sq.m.
OFA	40,500 sq.m.
Opening Date	Jan 2015
1H2015 GSP	RMB84.6M
EBITDAR	RMB(7.8)M
No. of brands	268
No. of self- controlled brands	9

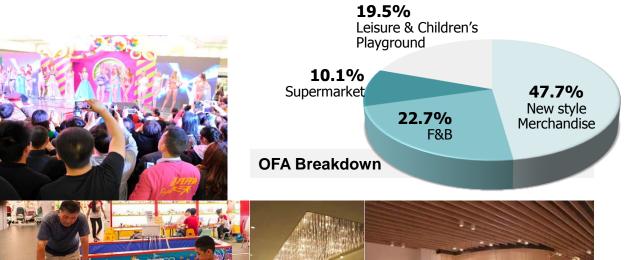


Kunshan Lifestyle Center











Nanjing Jiangning Lifestyle Center





8.0% Supermarket

24.2% F&B
63.7% New style Merchandise

OFA Breakdown







GFA	144,710 sq.m.
OFA	106,331 sq.m.
Opening date	Jul 2015
July 2015 GSP	RMB37.1M
No. of brands	426
No. of self- controlled brands	23







Integrate the interactive and fun store design and merchandise layout with family and life experience





Enrich value-for-money and distinctive merchandise offering

- Enlarged the portfolio of controllable merchandise from 47 to 64 brands
- 1H2015 GSP RMB147.1 million, 1 23.0% YOY
- 1H2015 gross profit RMB50.0 million, \$\frac{1}{2}\$32.9% YOY









Selected

OREA

WONDERPLACE

1H2015

- •GSP of RMB3.9 million
- •2 new stores opened and reached a total of 3 stores
 - ✓ Nanjing Golden Eagle Zhujiang store (opened in Dec 2014)
 - ✓ Nanjing Golden Eagle Xinjiekou store (opened in May 2015)
 - ✓ Nanjing Golden Eagle Jiangning store (opened in July 2015)

Cooperate with third-party

- ✓ Shenzhen Mission Hills store (open in 2H2015)
- ✓ Nanjing Wonder City store (open in 2H2015)

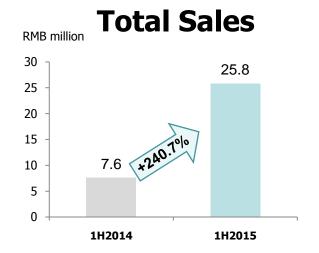




POP MART

1H2015

- Total sales grew rapidly to RMB25.8 million
- •17 stores, after 4 stores opened in 1H2015
 - ✓ Danyang Golden Eagle store
 - ✓ Xuzhou Golden Eagle store
 - √Yancheng Golden Eagle store
 - ✓ Nanjing Jiangning Golden Eagle store



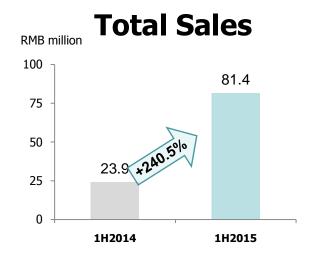




Mr. Pizza

1H2015

- •Total sales grew rapidly to RMB81.4 million
- •20 stores, after 7 stores opened in 1H2015
 - √Kunshan Golden Eagle store
 - ✓ Nanjing Xianlin Golden Eagle store
 - ✓ Danyang Golden Eagle store
 - √ Changzhou Golden Eagle store
 - √Taizhou Golden Eagle store
 - ✓Benbu Wanda Plaza store
 - √ Changzhou Wanda Plaza store







Automobile

- >1H2015 GSP RMB152.7 million
- > Chain operation of automobile integrated services provides extensive value-added services to VIP customers
 - ✓Volkswagen 4S shop
 - ✓ International Luxury Automobile Sales
 - ✓ Premium Second Hand Car Dealership
 - ✓ Inspection Services
 - ✓ Automobile Repair, Maintenance and Modification
 - √Car Beauty
 - ✓ Road Rescue







Continue to implement the "comprehensive lifestyle concept"

- Continue to enrich the lifestyle components in existing stores
- G-mart, one of the Group's lifestyle star businesses, generated
 RMB418M GSP in 1H2015,
 19.4% YOY





Continue to develop O2O business model

Effectively utilize Omni-channel marketing for PR activities and store opening pre-heats





Continue to develop O20 business model

- "goodee mobile App" registered over 3.2 million downloads which with various enhanced functions to up lift customers' shopping experience and convenience
- 970,000 VIP customers connected their E-VIP cards with the App
- newly launched functions, including movie ticket booking (看电影), F&B information and merchandise search





Continue to develop O2O business model

Experience Store



APPs



Launched on 20 May 2015



Website



Launching in September 2015

Launched on 18 August 2015
2 stores opened: Xinjiekou & Jiangning, 400
sq.m.

The soft launch of "金鹰购 Jinying.com"

- Effectively combined the functions of cross-border e-commerce and reward points redemption.
- Baby products, nutrition & health, beauty skin care cosmetics and imported food from US, Europe, Australia, New Zealand, Japan and Korea.
- First 3 days operation
 - ✓ GSP: RMB2.1 million in total, RMB1.5 million online and RMB0.6 million in store
 - ✓ ASP: RMB513 for Xinjiekou Store and RMB454 for Jiangning Store
 - ✓ The 2 experience stores brought extra 60% traffic to G-Mart

Our Future Network



By the end of 2017, Golden Eagle will have 34 stores over China, with GFA of 2.9 million sq.m.





Present Future				
28			34	
Ī	8		16	
	20		18	
	No. of Stores		No. of Stores	T

•	Lifestyle Center	16	2.1M
	Department Store	18	0.8M

Total 34 2.9M

No. of Stores

sa.m.



Growing Presence in the PRC



- The Group's total GFA as at 24 August 2015 was 1,656,447 sq.m.
- Out of 28 operating stores, 8 stores are in the format of lifestyle center

Nanjing Xinjiekou Store	Nantong • Store	Yangzhou Store	Suzhou Store (closed in Feb 2013)	Xuzhou Store	ŀ	Xi'an Guomao Store (closed in Oct 2010)	Xi'an Gaoxin Store Taizhou Store	Kunming Lifestyle Centre Nanjing Zhujiang Store	Huai'an Store Yancheng Lifestyle Center
1997 1996 - 1999	2000	2001	2002	2003	2004	2005	2006	2007	2008

2015	2014 2013	2012	2011	2010	2009
 Danyang Lifestyle Center Kunshan Lifestyle Center Jiangning Lifestyle Center 	Nanjing Xinjiekou* Lifestyle Center Yancheng Julonghu Lifestyle Center Nantong Lifestyle Center	Liyang Store Xuzhou People Square Store Kunming Nanya Store (to be closed on 31 Aug 2015) Yancheng Outlet Store	Hefei Suzhou Road Store Changzhou Jiahong Store Xi'an Xiaozhai Store (suspended in Oct 2014) Sugian Store	Hefei Dadongmen Store (suspended in May 2015) Hefei Baihuajing Store (suspended in May 2015)	 Yangzhou Jinghua Store Shanghai Store Nanjing Hanzhong Store Nanjing
		Changzhou Wujin Store	,	Anhui Huaibei Store	Xianlin Store

^{*} Nanjing Xinjiekou Store, together with the additional area of 81,098 sq.m., was upgraded to a lifestyle center in April 2014

Self Owned Properties

金鷹商貿集團有限公司 COLDEN EAGLE RETAIL GROUP LIMITED

- Self-owned properties in prime locations account for 56.4%* of our GFA
- 51.3% of our GFA is in the lifestyle center format
 - # In the format of lifestyle center
 - * As a percentage of total GFA (sq. m.) as at 24 August 2015

Owned-to-
leased GFA
ratio

28.1%*Leased from related parties

56.4 %* Owned

15.5%* Leased from independent 3rd parties

	Store	Owned / Leased	GFA (sq. m.)	
	(in operation)	Owned / Leased		
1	Nanjing Xinjiekou #	Owned / Leased	85,303 / 29,242	
2	Nantong	Owned	9,297	
3	Yangzhou	Owned / Leased	37,562 / 3,450	
4	Xuzhou	Owned	59,934	
5	Xi'an Gaoxin	Owned	27,287	
6	Taizhou	Owned	58,374	
7	Kunming #	Owned	116,817	
8	Nanjing Zhujiang	Leased	33,578	
9	Huai'an	Owned	55,768	
10	Yancheng #	Owned	95,904	
11	Yangzhou Jinghua	Leased	29,598	
12	Shanghai	Leased	19,668	
13	Nanjing Hanzhong	Leased	12,462	
14	Nanjing Xianlin	Leased	42,795	

	Store (in operation)	Owned / Leased	GFA (sq. m.)	
15	Anhui Huaibei	Leased	34,714	
16	Hefei Suzhou Road	Leased	45,690	
17	Changzhou Jiahong	Owned / Leased	18,362 / 33,458	
18	Suqian	Owned	65,410	
19	Liyang	Owned / Leased	53,469 / 18,355	
20	Xuzhou People's Square	Owned	37,768	
21	Kunming Nanya	Leased	36,870	
22	Changzhou Wujin	Leased	55,200	
23	Yancheng Outlet	Leased	18,377	
24	Yancheng Julonghu #	Leased	110,848	
25	Nantong(lifestyle)#	Owned	94,700	
26	Danyang [#]	Leased	52,976	
27	Kunshan #	Owned	118,500	
28	Jiangning #	Leased	144,710	

Total 1,656,447

Merchandising Offering



Offer a wide range of mid-to-high-end merchandises to meet the "one-stop shopping" needs of our customers

	Merchandise Mix in 1H2015						
Category	1H2015 GSP Contribution	1H2014 GSP Contribution (Restated)	(+/-) % points	Top Performing Brands			
Apparel & Accessories	49.4%	49.5%	-0.1	Belle Teenie Weenie = PSALTER = C31 ROTC ib 編 COACH V·GRASS E·LAND Color で見			
Gold, Jewellery and Timepieces	18.4%	20.8%	-2.4	周大福 OMEGA ROLEX LONGINES 时光天地			
Cosmetics	8.8%	8.6%	+0.2	LANCÔME Dior SK-II G CHANEL CLINIQUE ESTEE LAUDER AUPRES LANEIGE & Kiehl's			
Outdoors and Sportswear	5.6%	4.5%	+1.1	adidas INCE BILA NORTHLAND			
Electronics and Appliances	4.8%	4.3%	+0.5	SONY BUSE SAMSUNG SHARP			
Tobacco and Wines, Household and Handicrafts	3.9%	4.5%	-0.6	サマライを Tissle Wiolet Wiolet			
Children's Wear and Toys	3.1%	2.6%	+0.5	E·LAND KIDS Goodbaby Pawip Pa			
Supermarket and Others	6.0%	5.2%	+0.8	「marts Mr.Pizza) 金鷹超市 Mr.Pizza) 「大株教教 校面村 23			

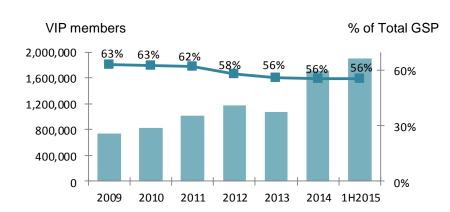
A Broad VIP Customer Base



A broad and growing VIP customer base continued to strengthen customer loyalty to pave way for long-term growth

- Over 1,910,000 members*
- VIP consumption accounted for 55.6% of total GSP in 1H2015
- 2 types:
 - i) G. Club: Platinum and Gold, application and renewal based on spending
 - ii) G. Point: Pre-VIP, free to apply and point awards only
- Point awards, exclusive benefits
- Introduced co-branded credit cards with different banks

VIP consumption













^{*} As at 30 June 2015

Store Sales

The leading stylish premium department store chain in second-tier cities, catering for the mid-to-high-end retail market

	Chain Store	Years into ₍₁₎ operation	Retail OFA (sq.m.)	Lifestyle OFA (sq.m.)	Total OFA (sq.m.) ⁽²⁾	1H2015 Sales (RMB'M)	SSSG (%)	1H2015 ASP (3) (RMB)	1H2014 ASP (3) (RMB)
1	Nanjing Xinjiekou Lifestyle Center	19	57,545	23,064	80,609	1,576	6.3% (4)	1,406	1,395
2	Nantong	14.5	5,689	68	5,757	98	-31.2%	1,001	1,061
3	Yangzhou	13.5	27,724	1,157	28,881	801	-5.8%	1,122	1,047
4	Xuzhou	11.5	37,133	6,102	43,235	891	-4.9%	965	980
5	Xi'an Gaoxin	9	19,282	1,435	20,717	497 (5)	-6.6% ⁽⁵⁾	1,227	1,200
6	Taizhou	8.5	32,170	8,708	40,878	416	-1.4%	871	851
7	Kunming Lifestyle Center	8	30,993	47,046	78,039	355	13.2%	893	934
8	Nanjing Zhujiang	7.5	20,124	6,383	26,507	243	-27.1%	744	842

⁽¹⁾ As at 30 June 2015

⁽²⁾ Retail OFA of 814,226 sq.m., Lifestyle OFA of 330,366 sq.m. and total OFA of 1,144,592 sq.m. as at 24 August 2015

⁽³⁾ Excluding supermarket sales. Same store ASP RMB877 (2014: RMB871) 1 0.7%

⁽⁴⁾ Including sales contribution from 81,098 sq.m. additional GFA soft-opened in 26 April 2014

⁽⁵⁾ Subway constructions during the period under review which are expected to be completed in 2015

Store Sales (Cont'd)

	Chain Store	Years into operation	Retail OFA (sq.m.)	Lifestyle OFA (sq.m.)	Total OFA (sq.m.) ⁽²⁾	1H2015 Sales (RMB'M)	SSSG (%)	1H2015 ASP (3) (RMB)	1H2014 ASP (3) (RMB)
9	Huai'an	6.5	27,901	5,799	33,700	253	1.4%	870	826
10	Yancheng Lifestyle Center	6.5	43,940	15,907	59,847	622	-1.0%	1,007	911
11	Yangzhou Jinghua	6	18,468	748	19,216	279	18.2%	678	576
12	Shanghai	6	1,614	0	1,614	(6) 45	-59.6%	5,806	3,112
13	Nanjing Hanzhong	6	9,799	429	10,228	145	9.3%	396	388
14	Nanjing Xianlin	5.5	29,925	3,565	33,490	377	8.0%	481	454
15	Anhui Huaibei	4.5	22,473	5,714	28,187	185	9.2%	618	611
16	Hefei Suzhou Road	4.5	25,535	7,160	32,695	80 ⁽⁷⁾	-28.3% ⁽⁷⁾	719	732
17	Changzhou Jiahong	4	23,310	11,389	34,699	34	-37.9%	441	568
18	Suqian	3.5	40,056	11,198	51,254	229	28.3%	656	614

⁽¹⁾ As at 30 June 2015

⁽²⁾ Retail OFA of 814,226 sq.m., Lifestyle OFA of 330,366 sq.m. and total OFA of 1,144,592 sq.m. as at 24 August 2015

⁽³⁾ Excluding supermarket sales. Same store ASP RMB877 (2014: RMB871) 1 0.7%

⁽⁶⁾ Store closed for major revamp since 30 May 2014

⁽⁷⁾ Due to unsatisfactory property condition, GFA was reduced from 59,906 sq.m. to 45,690 sq.m. since Oct 2014

Store Sales (Cont'd)

	Chain Store	Years into ₍₁₎ operation	Retail OFA (sq.m.)	Lifestyle OFA (sq.m.)	Total OFA (sq.m.) (2)	1H2015 Sales (RMB'M)	SSSG (%)	1H2015 ASP (3) (RMB)	1H2014 ASP (3) (RMB)
19	Liyang	3.5	30,260	16,411	46,671	113	5.6%	608	548
20	Xuzhou People's Square	3.5	15,508	11,256	26,764	148	8.9%	706	638
21	Kunming Nanya	3.5	24,665	4,485	29,150	72	-12.2%	793	895
22	Changzhou Wujin	3	32,322	9,592	41,914	86	-22.3%	659	633
23	Yancheng Outlet	3	14,521	632	15,153	71	8.0%	351	331
24	Yancheng Julonghu Lifestyle Center	Sept 2014	52,883	29,865	82,748	164	-	766	-
25	Nantong Lifestyle Center	Dec 2014	35,738	10,291	46,029	162	-	753	-
26	Danyang Lifestyle Center	Jan 2015	28,972	11,528	40,500	85	-	643	-
27	Kunshan Lifestyle Center	Jan 2015	37,981	41,798	79,779	142	-	743	-
28	Jiangning Lifestyle Center	Jul 2015	67,695	38,636	106,331	-	-	-	-

⁽¹⁾ As at 30 June 2015

⁽²⁾ Retail OFA of 814,226 sq.m., Lifestyle OFA of 330,366 sq.m. and total OFA of 1,144,592 sq.m. as at 24 August 2015

⁽³⁾ Excluding supermarket sales. Same store ASP RMB877 (2014: RMB871) 10.7%



Upcoming New Stores

	Upcoming store GFA (sq.m.)	Owned / Leased	2H2015	2016 and onwards
1	Ma'anshan, Anhui @	Leased	87,568	(29 Aug 2015)
2	Suzhou 2, Jiangsu@	Owned		176,764 ^{&}
3	Hexi, Nanjing @	Owned / Managed		160,000 / 114,000
4	Xianlin Additional, Nanjing @	Owned		168,900
5	Xuzhou Additional, Jiangsu @	Owned / Managed		48,800 / 10,000
6	Jiangdu, Yangzhou (JV) @	Owned		250,000
7	Changzhou 3, Jiangsu	Leased		60,000
8	Xi'an 3, Shaanxi	Leased #		62,500
9	Danyang Additional, Jiangsu @	Leased		58,100
10	Chuzhou, Anhui	Managed		50,000
	Total	1,246,632	87,568	1,159,064
	% Year End GFA Increase	1,656,447 (as at 24 Aug 2015)	5.3%	66.5%^^
	% of Owned Property (GFA)		53.6%	59.9%
	Estimated Max Capex. (RMB)		1.5 billion for full year	Around 1.5 billion each year

[@] To be in the format of comprehensive lifestyle center (全生活中心)

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^{# 3} years managed contract from day of operation with first right to lease

[&]amp; Including car parking spaces of 44,741 sq.m..

^{^^} Excluding the investment costs for joint venture companies.



1H2015 Profit Analysis

Retail EBITDA

		SOD 亞順	一旦集団日収公口 EN EAGLE RETAIL GROUP LIMITED
Six months ended 30 Jun (RMB million)	1H2015	1H2014 (restated)	(+/-)
Gross Sales Proceeds (GSP) Concessionaire Sales Direct Sales Rental Income Automobile Services Fees	8,398.7 7,266.6 1,005.7 108.2 18.2	8,183.7 7,150.5 953.4 64.5 15.3	+2.6% +1.6% +5.5% +67.7% +18.9%
Gross Profit Profit Attributable to Shareholders EPS – Basic (RMB) Dividend (RMB)	1,324.3 586.3 0.330 0.110	1,281.6 483.3 0.265 0.088	+3.3% +21.3% +24.5% +25.0%
Retail EBIT	611.3	696.4	-12.2%

782.7

809.7

-3.3%

1H2015 Profit Analysis



Six months ended 30 Jun (%)	1H2015	1H2014 (restated)	(+/-) % points
Gross Margin	18.4%	18.3%	+0.1
Concessionaire rate from concessionaire sales (new store dilution)	17.1%	18.0%	-0.9
Merchandise sales margin (increase controllable merchandise sales)	20.5%	17.9%	+2.6
Automobile sales margin	1.6%	2.8%	-1.2

1H2015 Profit Analysis



Six months ended 30 Jun (RMB million)	1H2015	1H2014 (+/-) (restated)
Retail EBIT	611.3	696.4 -85.1
- 4 stores opened since Sept 2014		-49.6
- Initial start up costs for 2 new stores in 2H2015		-11.2
 - 3 2014 and 2015 suspended stores and 7 loss making stores 		-2.6
 Others, including investments in various lifestyle functions, omni channel developments and controllable merchandise initiatives 		-21.7

Financial Position

RMB million	As at 30 Jun 2015	As at 31 Dec 2014 (restated)
Total Assets	16,811.0	16,620.0
Total Liabilities	11,401.4	11,175.1
Net Assets	5,409.6	5,444.9
Cash and Near Cash (note 1)	4,325.4	5,429.6
Total Borrowings	6,656.3	5,546.0
Short-term Loans	643.8	1,013.8
Syndicated Loans	3,593.2	2,112.6
10-Year Senior Notes	2,419.3	2,419.6
Net Debts	(2,330.9)	(116.4)
Gearing Ratio (note 2)	39.6%	33.4%

Note 1: Cash and near cash represents bank balances and cash and various short-term bank related deposits, including investments in interest bearing instruments, structured bank deposits and restricted cash

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Note 2: *Gearing ratio = total borrowings / total assets*

Cash Flow Statement

Half Year vs. Full Year Balance Sheet Six months ended 30 Jun (RMB million)	1H2015 vs. FY2014	1H2014 vs. FY2013 (restated)
Net cash used in operating activities - Operating cash flows before working capital movements - Decrease in trade and other payables	(100.4) 889.1 (421.7)	(327.0) 812.3 (553.4)
Net cash (used in) generated from investing activities - Capex for the period - Changes in short-term bank related deposits - Interests in joint venture and associates	(542.4) (905.1) 794.9 (542.3)	828.9 (574.8) 1,313.5 (41.4)
Net cash generated from (used in) financing activities - Increase in net bank borrowings - Repurchase of own shares - Dividends paid to owners of the Company	317.5 1,063.9 (349.4) (268.5)	(178.0) 582.1 (305.2) (364.9)
Net (decrease) increase in cash and cash equivalents	(325.3)	323.9



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