



Zhongmin Baihui Retail Group Ltd.
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MEDIA RELEASE

Zhongmin Baihui opens 12th store in Quanzhou City Development District

- New store occupies a floor area of 68,000 sq ft
- Part of a mixed commercial and residential development
- Located at the intersection of several city areas

5 September 2014 – Zhongmin Baihui Retail Group Ltd., (“Zhongmin Baihui”, “中闽百汇” or “the Group”), an established PRC department store brand that operates one of the largest shopping mall chains in Fujian province, has opened its 12th store today in the heart of the Quanzhou Development District. The new Quanzhou Qiaonan Store (泉州桥南店) is part of a mixed commercial and residential development, which occupies a central location connected to the central urban area of Quanzhou City, Jinjiang District, as well as the Jiangnan area.

“Zhongmin Baihui has a strong operating base in Quanzhou City and we are continuing to expand our market presence there as we see good potential for growth. We are delighted to be part of this Qiaonan development which promises to be a vibrant community and is also at the intersection of a road network which provides easy connections to the surrounding areas.”

- **Mr. Lee Swee Keng (“李瑞庆”), Executive Chairman of Zhongmin Baihui**



Quanzhou Qiaonan Store façade, with two of the residential towers in the background

About Zhongmin Baihui Retail Group Ltd. (Bloomberg: ZBR SP, Reuters: ZBRG.SI)

Zhongmin Baihui Retail Group Ltd. is principally engaged in the operation of the “中闽百汇” department stores in Xiamen City, Quanzhou City and Zhangzhou City, Fujian province and Nanjing City, Jiangsu province in the PRC. Strategically located in commercial centres, the Group’s stores are in close proximity to residential, shopping and commercial areas as well as public transportation hubs that offer high visibility and steady flow of human traffic.

From its first store in Anxi County, Quanzhou City, Fujian province in 1997, the Group has rapidly expanded to operate 12 retail department stores with a total aggregate Gross Floor Area (GFA) of over 1.9 million sq ft. The Group plans to open more stores in Fujian province.

With 17 years of strong retail reputation under the “中闽百汇” brand name, the Group’s stores offer a wide variety of quality merchandise and customer-oriented services catering to middle to high level income bracket consumers.

The Group’s revenue is mainly derived from four sources, namely direct sales, commission from concessionaire sales, rental income and income from managed rental.

For more information please refer to <http://www.zhongminbaihui.com.sg>

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