

[For Immediate Release]



Lifestyle International Announces Qatar Holding as the Second Largest Shareholder

Strategic Partnership to Enable Further Business Growth

(20 October 2014 – Hong Kong) Lifestyle International Holdings Limited (“Lifestyle International” or the “Company”, together with its subsidiaries, collectively as the “Group”; stock code: 1212), is pleased to announce that Qatar Holding LLC (“Qatar Holding”) has, through its subsidiary, entered into an agreement with Real Reward Limited (“Real Reward”), the controlling shareholder of the Company, to purchase 324,247,615 shares of the Company, which will make Qatar Holding the second largest shareholder of the Company.

As per the agreement, Qatar Holding, a wholly owned subsidiary of Qatar Investment Authority, will purchase 324,247,615 shares in the Company from Real Reward, representing a shareholding of 19.9% of the Company’s issued share capital, through a wholly owned subsidiary. The shares will be priced at HK\$14.75 per share, which in aggregate values the whole transaction at approximately HK\$4.8 billion.

Mr. Thomas Lau, Chief Executive Officer of Lifestyle International, commented, "On behalf of the Board of Directors of the Company, I am delighted to welcome a high quality long-term investor to our shareholder base. This strategic partnership with Qatar Holding demonstrates the confidence they have in the Company and our business strategy and potential for growth. We will work closely together with Qatar to leverage on each other’s business strengths and network to further grow our business. We look forward to a long and fruitful partnership with Qatar Holding."

Mr. Thomas Lau will remain as the largest shareholder of the Company and Chief Executive Officer of the Group. Real Reward will continue to be the controlling shareholder of the Company. Following completion of the transaction, Qatar Holding will nominate a candidate for appointment to the Board as a non-executive director of the Company.

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About Lifestyle International

Lifestyle International Holdings Limited is a successful lifestyle department store operator which owns and operates the SOGO department store in Hong Kong, and four Jiuguang department stores respectively in Shanghai, Suzhou, Dalian and Shenyang.

The Group is working to further strengthen the Group’s market presence in the PRC.

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