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C.banner International Holdings Limited

千百度國際控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1028)

OPENING OF HAMLEYS' FIRST MEGA STORE IN THE PRC

C.banner International Holdings Limited (the “**Company**”) is pleased to announce that Hamleys, the iconic British toy brand established in 1760 and now owned by the Company, officially opened its first mega store in the People’s Republic of China (the “**PRC**”) on 1 October 2016.

Located at Xinjiekou Sanpower Plaza in Nanjing, the store has an operating floor area of approximately 6,670 square metres, making it the world’s largest self-operated Hamleys store. The store provides thousands of high quality traditional to high-tech educational items for children of all ages, and is also equipped with two special party houses for organising birthday parties as well as more than ten entertainment facilities with interactive games.

The store is intended to serve as a template for future store openings as the Company seeks to replicate the unique Hamleys in-store experience with interactive playtime, events and special demonstrations in other populous cities over the PRC. The Company will continue to take full advantage of its experience in the PRC retail industry and long-term retail network contacts to rapidly expand Hamleys’ business across the PRC.

By order of the Board

C.banner International Holdings Limited

Chen Yixi

Chairman

Nanjing, PRC, 2 October 2016

As at the date of this announcement, the executive Directors are Mr. CHEN Yixi, Mr. ZHAO Wei, Mr. HUO Li and Mr. XU Tingyu; the non-executive Directors are Mr. MIAO Bingwen and Mr. WU Guangze; and the independent non-executive Directors are Mr. KWONG Wai Sun Wilson, Mr. LI Xindan, Mr. ZHANG Zhiyong and Mr. Zheng Hongliang.