

**PhillipMart Announces Pre-IPO Share Price of  
 Shirble Department Store Holdings (China) Limited (Stock code: 00312)**

(Hong Kong – 16 Nov 2010) **Phillip Securities (HK) Ltd.** (“Phillip Securities”) announced today the details of pre-IPO trading activities for shares of **Shirble Department Store Holdings (China) Limited** (“Shirble Department Store”; stock code: 00312) on PhillipMart, an automated electronic platform for pre-IPO shares trading.

Pre-IPO highest and lowest trading prices for Shirble Department Store on PhillipMart were HK\$2.04 and HK\$1.92. The price closed at HK\$2.00 per share, -9.08% lower than its offer price of HK\$2.20. The price opened at HK\$2.00, with the most actively traded price of HK\$2.00 per share, and a turnover of 968,000shares. The total trading volume reached 2,082,000shares with total turnover of HK\$4,125,540.00. The final price of Shirble Department Store, to debut trading tomorrow has been fixed at HK\$2.2 per share.

**Pre-IPO price for shares of Shirble Department Store Holdings (China) Limited trading on PhillipMart:**

<b>1. Open price</b>	<b>HK\$2.00</b>
<b>2. Highest trading price</b>	<b>HK\$2.04</b>
<b>3. Highest trading price vs. offer price</b>	<b>Down-7.27 %</b>
<b>4. Lowest trading price</b>	<b>HK\$1.92</b>
<b>5. Lowest trading price vs. offer price</b>	<b>Down-12.73 %</b>
<b>6. Most actively traded price</b>	<b>HK\$2.00</b>
<b>7. Most actively traded price vs. offer price</b>	<b>Down-9.09 %</b>
<b>8. Volume of shares at most actively traded price</b>	<b>968,000shares</b>
<b>9. Close price</b>	<b>HK\$2.00</b>
<b>10. Close price vs. offer price</b>	<b>Down-9.08 %</b>

Price information is available on the left side of Phillip Securities homepage (<http://www.poems.com.hk/>) by entering the stock code of the Company. Price requests will be automatically processed by Phillip Securities’ free price system, providing instant prices of pre-IPO trading.

<b>P</b>	<b>0312</b>	<b>歲寶百貨</b>	<b>SHIRBLE STORE</b>
<b>現價</b>	<b>2.000</b>	<b>17:58 20K 2.000</b>	
<b>前收市價</b>	<b>2.200</b>	<b>17:59 30K 2.000</b>	
<b>開市價</b>	<b>2.000</b>	<b>17:59 4000 2.000</b>	
<b>最高</b>	<b>2.040</b>	<b>17:59 10K 2.000</b>	
<b>最低</b>	<b>1.920</b>		
<b>升跌</b>	<b>-0.20</b>		
<b>升跌 %</b>	<b>-9.08%</b>		
<b>成交股數</b>	<b>2.08M</b>		
<b>總成交</b>	<b>4.12M</b>		
<b>價位</b>	<b>0.01/0.01</b>		
<b>每手股數</b>	<b>2000</b>		
		<b>買</b>	<b>沽</b>
		<b>1.990</b>	<b>2.010</b>
		<b>22K(2)</b>	<b>14K(1)</b>
		<b>0(0)</b>	<b>24K(3)</b>
		<b>0(0)</b>	<b>32K(2)</b>
		<b>20K(2)</b>	<b>28K(2)</b>
		<b>0(0)</b>	<b>30K(2)</b>
		<b>IPO PRICE</b>	
		<b>\$2.20</b>	
		<b>輝立交易場</b>	<b>PHILLIP MART</b>

Or click on the following website to access the price system directly: <http://www.cyberquote.com.hk/>

**About PhillipMart**

PhillipMart is the first and only trading platform licensed by the Securities and Futures Commission (SFC) to provide trading of pre-IPO shares prior to their official listing on the SEHK. The platform, which matches the buy and sell orders from Phillip Securities’ own clients and the broader market, is a unique service which allows investors to trade in a fair and open way with improved transparency and ease of use. PhillipMart has updated its **trading hours from 4:30pm to 6:00pm one business day prior to the official listing date** of the new shares, effective from Monday, 30 March 2009.

**Media inquiries:**

**Phillip Securities (HK) Limited**

Jasper Chan / Grace Ng

Tel: 2277 6657/ 2277 6656

Fax: 2277 6565 / 2868 5307

Email: [jasperchan@phillip.com.hk](mailto:jasperchan@phillip.com.hk) / [graceng@phillip.com.hk](mailto:graceng@phillip.com.hk)