



銀泰商业

Intime Retail

银泰商业 (集团) 有限公司

Intime Retail (Group) Company Limited

Intime Retail strategic investment renowned technology company Austreme

(19 August 2015) Intime Retail (Group) Company Limited (“Intime Retail” or the “Company”, Hong Kong Stock Exchange stock code: 01833; together with its subsidiaries, the “Group”) announced that, on 19 August 2015, the Group entered into an equity investment agreement with Austreme International Limited, a renowned technology company in the field of international payment. According to the agreement, Intime Retail will acquire 18% of the total equity of Austreme at the consideration of USD 6.3 million.

Austreme is a leading technology company in the field of worldwide brand protection and e-commerce big data. Under the program of international card associations, Austreme devotes to providing business monitoring and detection of illegal and brand-damaging transactions from unscrupulous online merchants for brand owners, acquiring banks and third-party payment service providers.

Austreme has a merchant monitoring service provider (MMSP) qualification approved by MasterCard International. Through detection services provided by Austreme, merchants registered in MasterCard will prevent heavy fines due to violation of merchant monitoring program (MMP).

Austreme provides a series of services for online merchants, payment service providers, acquiring banks and international card associations, focusing on big data analysis, anti-transaction laundering, detection on illegal transactions of online merchants, and merchant certification.

Austreme has been frequently invited to share its experience of brand protection and payment security on conferences of international card associations and law enforcements.

“Based on the equity investment, Austreme will support Intime Retail to further implement the work of traceability and authentication for high-quality certified products through its advanced technology, and attract international brands to set foot in the online and offline sales platform of

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Intime Retail”, said Chen Xiaodong, CEO of Intime Retail.

“As a pioneer of the retail O2O business, Intime Retail will partner up with Austreme to protect the legitimate rights and interests of legitimate merchants and consumers, and jointly fight against the sales of counterfeit goods”, said Terence Chau, CEO of Austreme.

The two parties will work closely with policy making authorities, striving to create a sound environment for online business.

**For more information about Austreme, please visit www.austreme.com.*

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About Intime Retail (Group) Co. Ltd.

Intime Retail (Group) Co. Ltd. (“Intime Retail” or the “Company”, Hong Kong Stock Exchange stock code: 01833 (HK), together with its subsidiaries, the “Group”) is a large diversified retail chain Group which major business is retailing, shopping centres and E-commerce. Intime Retail was listed on the Hong Kong Stock Exchange in 2007. In Hong Kong, “Intime Department Store (Group) Company Limited” was officially renamed as “Intime Retail (Group) Company Limited” on 20 March 2013. Intime Retail has become one of the domestic enterprises with most frequent cooperation with luxurious brands. The Group is accelerating the development of consolidated entities in middle- and high-class cities in the country. In the meantime, its retail models upgrade and innovate continuously from traditional retailing business to large shopping centres and e-shopping, “Intime Department Stores” (銀泰百貨), “Intime Shopping Centres” (銀泰購物中心) and “Yintai.com” (銀泰網)” formed the three major business operation models which possess the characteristics of “Intime”.

The press release is distributed by Wonderful Sky Financial Group on behalf of Intime Retail (Group) Company Limited.

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