

# THE SHOPPERS' WONDERLAND

Av. Doutor Mário Soares n.º90. Macau

新八佰伴  
New Yaohan



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VIBRANT  
FUTURE  
FOR  
NEW  
YAOHAN



Always the top notch department store in Macau, we were once a Japanese business but acquired by the chivalrous “Panda” in 1997 – Panda Sociedade de Gestao de Investimentos Limitada is a subsidiary company of Dr Stanley Ho & family and STDM. The act significantly stabilised Macau’s economy by preventing job losses when the Japanese withdrew from the business.

New Yaohan carries on its brilliant Macau heritage and dedicates itself to bringing unparalleled shopping experience to our customers.

We are growing with everyone here and catering to our citizens and visitors’ needs.

# PARENT COMPANY STDM GROUP

Sociedade de Turismo e Diversões de Macau (**STDM**) fully owns New Yaohan.

**STDM**, a large conglomerate in Macau invests in various sectors including tourism, recreation, transportation, property, finance and retail. Over these years, **STDM** has witnessed the transformation and growth of Macau and has always been driving the city's dynamic economic development.

The group takes an active role in major property development and infrastructure projects, including the city's contemporary landmark, Macau Tower Convention & Entertainment Centre to help increase the city's attractiveness.

**STDM** and New Yaohan are companies interwoven with Macau and integrated into the society. We will always remain authentic and local, preserving our own characteristics.



## A DEPARTMENT STORE GROWING WITH MACAU

New Yaohan is the only and well-loved all-in-one department store in Macau. Growing with our shining city, it is our mission to serve the local people and our visitors.

We strive and thrive to become the premier in retail industry, as well as a trustworthy and sustainable business to our employees, partners, customers and the community.

In our rapid growing market, our long-standing heritage sets us apart from the strong market competition. With our long-established brand name in Macau, we are determined to be the most resourceful and fastest growing retailer in Macau, the entertainment capital and named “Las Vegas of the Oriental”.



# MILESTONES

## THE JOURNEY OF NEW YAOHAN

### 1997

STDM saved Yaohan from closing down. A new buying team was formed to introduce multi-brand luxury fashion for men and women.

### 8<sup>th</sup> AUGUST 2008

New Yaohan was relocated to the present location in CBD Macau.



### 2007

Our self-developed specialty store and franchisees were opened.

### 2010

The New Yaohan Outlet was opened on 3/F of the ferry terminal



### 2012

Our self-developed large-scale children store, the only themed children's kingdom – Kid's Cavern with an area of 35,000 sq. ft. was opened in Sands Shoppes Macau.



Further franchise expansion of Harmont and Blaine, Munsingwear, and Diesel at Venetian Macau.



### 2016

Franchise business expansion to the Shoppes at Parisian Macau



### 2015

Franchise business expansion to the boulevard at Studio City Hotel



### 2017 20<sup>th</sup> Anniversary

## New Yaohan's COMMITMENT



We are a customer centric company with dedicated staff to take care of our customers' needs. We have more than 1,000 employees, with an experienced management team, well-trained back-office staff, sincere and knowledgeable salespersons, and our own logistic team to build a sustainable business. We are guided by our core values:

## PERFORMANCE

We believe in quality and efficiency

## ASSURANCE

We believe in service competency and credibility

## NOBILITY

We believe in professional business ethics.

## DIVERSITY

We believe in dynamic and innovative business models.

## ASCENDANCE

We believe in interminable effort of advancement

# NEW YAOHAN

AN EXQUISITE SHOPPING EXPERIENCE STARTS HERE



Conveniently located at the heart of Macau Peninsula



One-stop shopping center



Awarded from **MORS** Gold Pin Competition from 2011-2014



VIP membership rewards program with over **200,000** members



We cooperate with ICBC co-branded New Yaohan Visa Credit Cards



Fun & refreshing promotional and marketing events



CHINESE NEW YEAR LUCKY DRAW

# WIN-WIN TIME

New Yaohan captures the traditional purchasing peak before Chinese New Year and doubles the shopping pleasure with a month-long lucky draw, which is not only well-known in Macau but also in the Guangdong region in China.

Giving out more than 200 prizes worth over MOP \$1,500,000 in total, the lucky draw significantly boosts turn-over during the season.

GRAND  
PRIZE

2<sup>nd</sup>  
PRIZE

MOP\$  
**238,000**  
CASH  
COUPON

3<sup>rd</sup>  
PRIZE

99.99%  
**GOLD**



Our Big Day IN MACAU

# VIP DAY

New Yaohan's VIP Day is the time we express our gratitude to our customers.

We run this large campaign twice a year in June and November, inviting our VIPs, Macau residents and shoppers from Guangdong to visit us and enjoy our superb benefits and promotions.

More than 40,000 customers visit us daily on our VIP day. Over the past 17 years, the twice-a-year campaigns have overwhelmingly exceeded our sales records.

over **40,000**  
visitors per day

with over  
**200,000**  
members

# MANY MORE EVENTS & PROMOTIONS

New Yaohan values our customers and always want to enhance their shopping experiences by launching different events such as seasonal sales promotional event – Summer Carnival, Christmas celebrations, Golden Week.

We also work together with Macau Pass, BOC and ICBC to attract new customers from different background and spending tiers.

## SALES PROMOTION



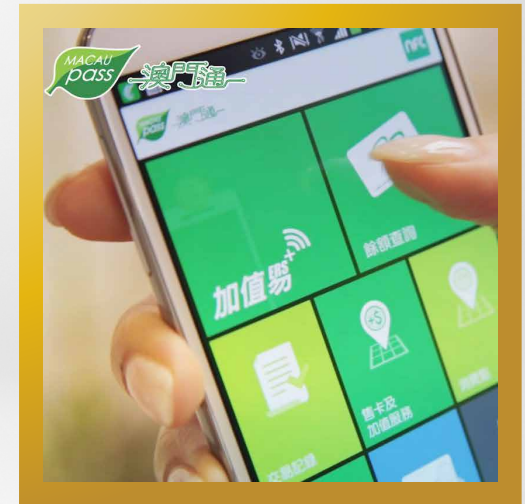
## SUMMER CARNIVAL

## JOINT PROMOTION WITH



## UNION PAY / BANK OF CHINA / ICBC

## JOINT PROMOTION WITH



## MACAU PASS

# UNPARALLELED EXPERIENCE



CHINA

Administrative Boundary

Hong Kong - Zhuhai - Macau Bridge

# SHOP LOCATIONS



## SHOP AT MACAU

**新八佰伴**  
**New Yaohan**  
 MAIN STORE

**新八佰伴**  
**New Yaohan**  
 OUTLET

ZILLI

X  
 ARTIOLI

## SHOP AT COTAI

**DIESEL** ZILLI



LACOSTE 





11/F More variety of shops coming soon

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10/F More variety of shops coming soon

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9/F More variety of shops coming soon

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8/F Food Arcade / Acoustic / Leisure City

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7/F Supermarket / Event Hall / Bakery / Service Counter

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6/F Electrical Appliances / Housing & Kitchen /  
Shoes & Keys / Luggage / Car Accessories

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5/F Baby Products / Children's Wear / Toys / Stationery /  
Wrapping Counter

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4/F Bedding / Baby & Children's Underwear & Socks / Ladies' Shoes,  
Bags and Accessories / Sunglasses / Health Products/ Lingerie,  
Ladies' Sleepwear & Socks / Women's Wear

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3/F Sports / Young Casual / Young Shoes / Watch  
& Accessories

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2/F Men's Fashion / Men's Shoes & Accessories / Men's  
Underwear & Socks / Luggage

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1/F Cosmetics / Fragrances / Men's & Ladies' Fashion /  
Shoes & Accessories / Gold & Jewelry / Coffee Shop

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G/F Cosmetics / Men's & Ladies' Fashion / VIP Counter



# Department category

With more than thousands products from international brands, own-brands and exclusive products, a relaxing and individualized shopping experience for Macau residents and visitors start here.

# LADIES'

# FASHION



"Fashions fade, style is eternal."  
- Yves Saint Laurent





## LADIES' FASHION

New Yaohan's Women's department is the trendsetter in Macau with unique and edgy fashion items sourced globally for the ladies to style according to their own personalities and tastes.

We bring in diverse quality products from around the world to be sold in our store.

With our established relationship with Multi-Brand suppliers, we are experienced in exploring the potential of new and emerging designers / brands / suppliers; as well as resourceful to promote them in the market through our strong network.

- *Ladies'*
- *Designer Salon*
- *Designer Gallery*
- *Designer Trend*
- *Elegant Zone*
- *Ladies' undergarments*
- *Young Casual*
- *Maternity*
- *Sunglasses*





# MEN'S

"Fashion is about something  
that comes from within you"  
– Ralph Lauren

# FASHION





## MEN'S FASHION

New Yaohan's Men's department offers fashion-leading and exclusive items and accessories. Our diverse collections are available at mid-high ranged prices with quality guaranteed.

The fashion products are sourced from around the world and offered in our own Specialty Store.

We offer our customers "something distinctive" with a section focusing on 100% handmade products.

- *Men's*
- *Designer Salon*
- *Designer Gallery*
- *Designer Trend*
- *Elegant Zone*
- *Men's undergarments*
- *Young Casual*
- *Sunglasses*



# KIDS

“Sometimes the smallest things take up the most room in your heart”  
– Winne the Pooh

# & BABIES





## KIDS & BABIES

The New Yaohan carries the most comprehensive and high-end infants' and kids' clothing and accessories in Macau.

Our 5/F is going to be renovated in an art gallery style with a promotional zone for new products to market the infants' and kids' product from the latest season. The whole floor will be dedicated to babies and kids. Different interior design zones will be allocated for different product categories.

The 6/F will take on a train station concept and turn the whole floor for toys. The ceiling with a magical sky design show images of blue sky and white clouds; and starry sky at the night according to time change.

- *Baby & Kids Wear*
- *Toys*



# SHOES & BAGS



"Shoes are a mirror of what you want,  
what you are or what you're missing"  
- Christian Louboutin





## SHOES & BAGS

Enter New Yaohan's world of bags and shoes to discover excellent quality and latest designs. Enjoy a refreshing shopping experience here with our extensive collections, served by our sincere sales staff who are always ready to help you to express your own style and personality.

- *Ladies'*
- *Men's*
- *Y-shoes*
- *Kids Shoes*
- *Shoe Repair Service*





# BEAUTY

## PRODUCTS

"A woman who doesn't wear  
perfume has no future."  
- Coco Chanel







BEAUTY  
PRODUCTS

The Beauty department is set in a luxurious shopping environment with a multitude of well-known cosmetic brands. Our knowledgeable beauty experts are recruited and trained by the prestigious brands, offering professional and individualised services to our customers. After-sales services and facial sessions are offered by the beauty brands with products and counter set-up regularly updated.

Our in-store brands launch different promotions and special programs at different seasons.

- *Make Up*
- *Fragrances*
- *Various type of beauty product*

# SPORTS

“Never say never, because limits,  
like dears, are often just an illusion”  
– Michael Jordan

APPAREL





## SPORTS APPAREL

New Yaohan understands the needs of modern customers by providing sports and fashionable lifestyle products, targeting leisure & casual sports enthusiasts.

A most comprehensive selection of international branded products accommodating to the different individual sporting taste is available. We are keen on introducing the latest fashion sports trends and items through our promotion events; as well as constantly updating the hot new items and sourcing for more limited edition products.

- *Sport*
- *Golfwear*

# HOME & TECH



"We are changing the world with technology"  
- Bill Gates





## HOME & TECH

Home sweet home, we bring a carefully handpicked collection of homeware and lifestyle goods to our customers. From exclusive tableware, wine glasses to innovative gadgets and daily items, we strive to provide the best products.

More than just functional and efficient, kitchenware and electrical appliances can also be decorative and interesting. New Yaohan understands the need for cozy home decoration and sources creative items to be sold at best prices. Quality customer service and after-sales service are available.

We work closely with banks to offer interest-free hire purchase programs for various products to our customers.

- *Kitchenware*
- *Bedding*
- *Electrical appliance*





### **Food Arcade**

Relaxed, friendly atmosphere mixes seamlessly with our stunning location, providing patrons with a warm and friendly dining experience.

Various cuisines such as Thai, Japanese, Korean and Chinese are on offer in our Food Arcade with most of the authentic dishes freshly made to order.



FOOD

& WINE

“Good food is a global thing and I find that there is always something new and amazing to learn - I love it!”  
- Jamie Oliver



## FOOD & WINE

Huge varieties of quality Japanese and European produce and food products are offered in our supermarket, including Japanese vegetables, fruits and beef from Japan or Korea.

Our experienced sourcing team searches for the very best ingredients when they are in season and at the peak of their flavor.

We also offer a wide range of trendy items, from Italian truffles, vinegar to Japanese rice.





# SPECIALTY STORE



“All your dream can come true,  
if we have the courage to pursue them”  
– Walt Disney





SPECIALTY  
STORE

The best of the best, from designer fashion to the most fabulous accessories, as well as the most enviable gadgets and leather goods.

Our speciality store boasts the largest in-season collection of luxury and trendy shopping.

The store is one of the premier shoppers' attractions in the city.



# NEW YAOHAN HAND IN HAND WITH MACAU

- Macau's only all-in-one department store in a prestigious location
- Well loved by Macau people and visitors
- 200,000+ registered VIP members
- One of the largest sole agents in Macau
- Expert of franchisee management and distribution
- 1,000+ employees to deliver genuine, holistic service
- Rooted in Macau, dedicated to growing with the city

**新八佰伴**  
**New Yaohan**

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