

**MILAN STATION HOLDINGS LTD
SITTING PRETTY !**

Share Price Rises 66 Percent On First Day Of Trading

The original North American, five-and-dime stores ceased to exist since July 1997, but F.W. Woolworth Company, the brilliant, 1879 idea of the American, Mr Frank Winfield Woolworth, who built up his company from nothing to become one of the largest retail chains in the world, is unlikely to be forgotten in a hurry.

As a matter of fact, Foot Locker Incorporated, listed on The New York Stock Exchange, today, was, originally, part of F.W. Woolworth Company when, faced with increasing international competition in the beginning of the 1980s, decided to concentrate on its Foot Locker Division, focusing on the sporting goods market, exclusively.

In the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC), there exists, today, something of the remnants, if you will, of that innovative idea, originally perpetrated in 1879 by Mr Woolworth, known as Milan Station Holdings Ltd () (Code: 1150, Main Board, The Stock Exchange of Hongkong Ltd).

The major difference between Milan Station Holdings Ltd and the original F.W. Woolworth Company is that the former is not a nickel-and-dime store, but a group of stores, selling only unused and second-hand, luxury branded handbags and apparel.

However, the concepts of F.W. Woolworth and Milan Station Holdings Ltd in marketing their respective products bear similarities in their business styles since both focus – at least, that was the original idea of Mr F. W. Woolworth – on consumers, looking for bargains rather than the rich, turning up their noses at shopping at second-hand stores or being unwilling to rub shoulders with anybody, other than their perceived social equals.

Milan Station Holdings Ltd pitched its story in its Global Offering Prospectus, dated May 11, 2011, when it Offered a total of 162.50 million Shares at an Offer Price Range of between \$HK1.17 and \$HK1.67.

Last Friday, May 20, 2011, it was announced that the Offer Price Per Share had been established at \$HK1.67, the highest level.

Management estimated that the net proceeds of the **Initial Public Offering (IPO)** would be about \$HK162.90 million.

The net proceeds of this cash-raising exercise are intended for the following usages:

1. About \$HK96 million for the expansion of the Company's retail network in the PRC, proper, being separate and distinct from the Hongkong Special Administrative Region (HKSAR) of the PRC, by the opening of another 11 retail shops under the brand name of '*Milan Station*';
2. About \$HK22 million for financing the opening of some of the other 13 retail shops in the PRC, proper;
3. About \$HK12 million for the relocation of 3 existing shops in the HKSAR and redecorating 8 existing retail outlets in the HKSAR, the PRC, proper, and the Macau Special Administrative

Region (MSAR) of the PRC as well as decorating a new retail outlet in the HKSAR, due to open this year;

4. About \$HK17 million for marketing and promotional activities;
5. About \$HK4 million for design and development of the company's private label, the 'MS' brand;
6. About \$HK2.40 million for exploring online sales channels;
7. About \$HK2.80 million for staff training ;
8. About \$HK3.20 million to upgrade the Company's Information and Technology Systems; and,
9. About \$HK3.50 million to be used as Working Capital.

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