Name(s) and address of Registered Shareholder(s)

REPLY FORM

To: **New World Development Company Limited (the "Company") (Stock Code: 0017)**
c/o Tricor Tengis Limited
Level 22, Hopewell Centre,
183 Queen's Road East,
Hong Kong

I/We would like to receive all future Corporate Communications* of the Company (the "**Corporate Communications**") in the manner as indicated below:

(Please mark "**X**" in **ONLY ONE** of the following boxes.)

☐ to receive the **printed English version** of all future Corporate Communications **ONLY; OR**
☐ to receive the **printed Chinese version** of all future Corporate Communications **ONLY; OR**
☐ to receive both the **printed English and Chinese versions** of all future Corporate Communications; **OR**
☐ to read all future Corporate Communications on the Company`s website at www.nwd.com.hk (the "**Website Version**") in place of printed copies, and to receive notifications of publication of future Corporate Communications on the Company`s website to my/our email address (Note 3):

Email Address | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Signature: _____ Contact telephone number: _____ Date: _____

Notes:
1. Please complete all your details clearly. If no box, or more than one box, is marked "X", the Company reserves its right to treat this Reply Form as void.
2. If the Company does not receive this duly completed and signed Reply Form or a response from you by 8 June 2016, all future Corporate Communications will be sent out in the manner specified in the Company's letter dated 12 May 2016.
3. Please provide your email address if you wish to receive email notifications of publication of future Corporate Communications on the Company's website. If no email address is provided in this Reply Form, the Company will send the notifications of publication of future Corporate Communications on the Company's website to you by post.
4. By selecting to read the Website Version of future Corporate Communications published on the Company's website in place of receiving printed copies, you have expressly consented to waive the right to receive future Corporate Communications in printed form.
5. If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Reply Form in order for this Reply Form to be valid.
6. The above instruction will apply to all future Corporate Communications to be sent to shareholders of the Company until you notify otherwise in writing to the Company c/o the Company's share registrar (the "**Share Registrar**"), Tricor Tengis Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong by post or by email to nwd-ecom@hk.tricorglobal.com.
7. Shareholders are entitled to change the choice of language and/or means of receipt of future Corporate Communications at any time by reasonable prior written notice to the Company c/o the Share Registrar by post or by email to nwd-ecom@hk.tricorglobal.com.
8. For the avoidance of doubt, we do not accept any additional instructions written on this Reply Form.

* Corporate Communications means any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to: (a) the directors' report, the annual accounts together with a copy of the auditor's report and, where applicable, the summary financial report; (b) the interim report and, where applicable, the summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

PERSONAL INFORMATION COLLECTION STATEMENT

(i) "Personal Data" in these statements has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong (the "PDPO").
(ii) Your supply of Personal Data to the Company is on a voluntary basis and is used for processing your instructions and/or requests as stated in this Reply Form. Failure to provide sufficient information may result in the Company not being able to process your such instructions and/or requests as stated in this Reply Form.
(iii) Your Personal Data will not be transferred to other third parties (other than the Share Registrar) unless it is a requirement to do so by law, for example, in response to a court order or a law enforcement agency's request and will be retained for such period as may be necessary for our verification and record purposes.
(iv) You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data **should be in writing addressed to the Personal Data Privacy Officer of the Share Registrar**.

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