

Table Title: Table 1 Value index and value of retail sales by type of retail outlet for September and October 2010

Value index of total retail sales for the month September 2010 was 149.5.

Value index of total retail sales for the month October 2010 was 165.2.

Value of retail sales for total retail sales for the month September 2010 was HK\$ 25135 million.

Value of retail sales for total retail sales for the month October 2010 was HK\$ 27772 million.

Year-on-year % change of value of retail sales for total retail sales for the month September 2010 was +17.2%.

Year-on-year % change of value of retail sales for total retail sales for the month October 2010 was +21.6%.

Year-on-year % change of value of retail sales for total retail sales for the month January to October 2010 was +18.3%.

Value index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month September 2010 was 165.9.

Value index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was 154.8.

Value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month September 2010 was HK\$ 2938 million.

Value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was HK\$ 2740 million.

Year-on-year % change of value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month September 2010 was +7.4%.

Year-on-year % change of value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was +6.4%.

Year-on-year % change of value of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January to October 2010 was +10.0%.

Value index of retail outlets of fish, livestock and poultry, fresh or frozen for the month September 2010 was 133.6.

Value index of retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was 145.4.

Value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month September 2010 was HK\$ 702 million.

Value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was HK\$ 764 million.

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month September 2010 was +5.3%.

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was +3.3%.

Year-on-year % change of value of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January to October 2010 was +5.7%.

Value index of retail outlets of fruits and vegetables, fresh for the month September 2010 was 112.0.

Value index of retail outlets of fruits and vegetables, fresh for the month October 2010 was 116.2.

Value of retail sales for retail outlets of fruits and vegetables, fresh for the month September 2010 was HK\$ 187 million.

Value of retail sales for retail outlets of fruits and vegetables, fresh for the month October 2010 was HK\$ 194 million.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month September 2010 was +9.1%.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month October 2010 was +7.1%.

Year-on-year % change of value of retail sales for retail outlets of fruits and vegetables, fresh for the month January to October 2010 was +3.0%.

Value index of retail outlets of bread, pastry, confectionery and biscuits for the month September 2010 was 262.2.

Value index of retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was 150.8.

Value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month September 2010 was HK\$ 1065 million.

Value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was HK\$ 613 million.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month September 2010 was +9.0%.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was +10.5%.

Year-on-year % change of value of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January to October 2010 was +12.7%.

Value index of retail outlets of alcoholic drinks and tobacco for the month September 2010 was 216.9.

Value index of retail outlets of alcoholic drinks and tobacco for the month October 2010 was 215.7.

Value of retail sales for retail outlets of alcoholic drinks and tobacco for the month September 2010 was HK\$ 398 million.

Value of retail sales for retail outlets of alcoholic drinks and tobacco for the month October 2010 was HK\$ 395 million.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month September 2010 was +15.5%.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month October 2010 was +11.7%.

Year-on-year % change of value of retail sales for retail outlets of alcoholic drinks and tobacco for the month January to October 2010 was +21.5%.

Value index of retail outlets of other foodstuffs for the month September 2010 was 119.9.

Value index of retail outlets of other foodstuffs for the month October 2010 was 158.5.

Value of retail sales for retail outlets of other foodstuffs for the month September 2010 was HK\$ 586 million.

Value of retail sales for retail outlets of other foodstuffs for the month October 2010 was HK\$ 775 million.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month September 2010 was +1.8%.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month October 2010 was +3.7%.

Year-on-year % change of value of retail sales for retail outlets of other foodstuffs for the month January to October 2010 was +8.9%.

Value index of supermarkets for the month September 2010 was 138.1.

Value index of supermarkets for the month October 2010 was 140.8.

Value of retail sales for supermarkets for the month September 2010 was HK\$ 3139 million.

Value of retail sales for supermarkets for the month October 2010 was HK\$ 3201 million.

Year-on-year % change of value of retail sales for supermarkets for the month September 2010 was +7.5%.

Year-on-year % change of value of retail sales for supermarkets for the month October 2010 was +8.0%.

Year-on-year % change of value of retail sales for supermarkets for the month January to October 2010 was +4.4%.

Value index of retail outlets of fuels for the month September 2010 was 147.9.

Value index of retail outlets of fuels for the month October 2010 was 147.6.

Value of retail sales for retail outlets of fuels for the month September 2010 was HK\$ 740 million.

Value of retail sales for retail outlets of fuels for the month October 2010 was HK\$ 739 million.

Year-on-year % change of value of retail sales for retail outlets of fuels for the month September 2010 was +6.4%.

Year-on-year % change of value of retail sales for retail outlets of fuels for the month October 2010 was +10.6%.

Year-on-year % change of value of retail sales for retail outlets of fuels for the month January to October

2010 was +9.4%.

Value index of retail outlets of clothing, footwear and allied products for the month September 2010 was 124.7.

Value index of retail outlets of clothing, footwear and allied products for the month October 2010 was 166.2.

Value of retail sales for retail outlets of clothing, footwear and allied products for the month September 2010 was HK\$ 2798 million.

Value of retail sales for retail outlets of clothing, footwear and allied products for the month October 2010 was HK\$ 3729 million.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month September 2010 was +20.3%.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month October 2010 was +24.1%.

Year-on-year % change of value of retail sales for retail outlets of clothing, footwear and allied products for the month January to October 2010 was +17.2%.

Value index of retail outlets of wearing apparel for the month September 2010 was 124.5.

Value index of retail outlets of wearing apparel for the month October 2010 was 169.6.

Value of retail sales for retail outlets of wearing apparel for the month September 2010 was HK\$ 2396 million.

Value of retail sales for retail outlets of wearing apparel for the month October 2010 was HK\$ 3262 million.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month September 2010 was +20.0%.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month October 2010 was +23.1%.

Year-on-year % change of value of retail sales for retail outlets of wearing apparel for the month January to October 2010 was +17.4%.

Value index of retail outlets of footwear, allied products and other clothing accessories for the month September 2010 was 125.9.

Value index of retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was 146.1.

Value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month September 2010 was HK\$ 402 million.

Value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was HK\$ 467 million.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month September 2010 was +22.0%.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was +31.8%.

Year-on-year % change of value of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January to October 2010 was +15.9%.

Value index of retail outlets of consumer durable goods for the month September 2010 was 161.8.

Value index of retail outlets of consumer durable goods for the month October 2010 was 160.4.

Value of retail sales for retail outlets of consumer durable goods for the month September 2010 was HK\$ 4548 million.

Value of retail sales for retail outlets of consumer durable goods for the month October 2010 was HK\$ 4508 million.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month September 2010 was +22.7%.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month October 2010 was +33.2%.

Year-on-year % change of value of retail sales for retail outlets of consumer durable goods for the month January to October 2010 was +27.5%.

Value index of retail outlets of motor vehicles and parts for the month September 2010 was 151.5.

Value index of retail outlets of motor vehicles and parts for the month October 2010 was 158.5.

Value of retail sales for retail outlets of motor vehicles and parts for the month September 2010 was HK\$ 1104 million.

Value of retail sales for retail outlets of motor vehicles and parts for the month October 2010 was HK\$ 1155 million.

Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month September 2010 was +9.8%.

Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month October 2010 was +29.8%.

Year-on-year % change of value of retail sales for retail outlets of motor vehicles and parts for the month January to October 2010 was +47.3%.

Value index of retail outlets of electrical goods and photographic equipment for the month September 2010 was 164.6.

Value index of retail outlets of electrical goods and photographic equipment for the month October 2010 was 172.6.

Value of retail sales for retail outlets of electrical goods and photographic equipment for the month September 2010 was HK\$ 2241 million.

Value of retail sales for retail outlets of electrical goods and photographic equipment for the month October 2010 was HK\$ 2349 million.

Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month September 2010 was +23.5%.

Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month October 2010 was +32.3%.

Year-on-year % change of value of retail sales for retail outlets of electrical goods and photographic equipment for the month January to October 2010 was +21.5%.

Value index of retail outlets of furniture and fixtures for the month September 2010 was 157.8.

Value index of retail outlets of furniture and fixtures for the month October 2010 was 131.1.

Value of retail sales for retail outlets of furniture and fixtures for the month September 2010 was HK\$ 656 million.

Value of retail sales for retail outlets of furniture and fixtures for the month October 2010 was HK\$ 545 million.

Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month September 2010 was +13.9%.

Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month October 2010 was +20.1%.

Year-on-year % change of value of retail sales for retail outlets of furniture and fixtures for the month January to October 2010 was +14.1%.

Value index of retail outlets of other consumer durable goods, not elsewhere classified for the month September 2010 was 179.3.

Value index of retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was 150.4.

Value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month September 2010 was HK\$ 548 million.

Value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was HK\$ 459 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month September 2010 was +76.2%.

Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was +73.1%.

Year-on-year % change of value of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January to October 2010 was +33.8%.

Value index of department stores for the month September 2010 was 132.7.

Value index of department stores for the month October 2010 was 160.8.

Value of retail sales for department stores for the month September 2010 was HK\$ 2288 million.

Value of retail sales for department stores for the month October 2010 was HK\$ 2773 million.

Year-on-year % change of value of retail sales for department stores for the month September 2010 was +14.7%.

Year-on-year % change of value of retail sales for department stores for the month October 2010 was +18.1%.

Year-on-year % change of value of retail sales for department stores for the month January to October 2010 was +17.3%.

Value index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month September 2010 was 212.0.

Value index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was 242.4.

Value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month September 2010 was HK\$ 4587 million.

Value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was HK\$ 5245 million.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month September 2010 was +33.5%.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was +40.0%.

Year-on-year % change of value of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January to October 2010 was +37.3%.

Value index of retail outlets of other consumer goods for the month September 2010 was 123.1.

Value index of retail outlets of other consumer goods for the month October 2010 was 145.4.

Value of retail sales for retail outlets of other consumer goods for the month September 2010 was HK\$ 4096 million.

Value of retail sales for retail outlets of other consumer goods for the month October 2010 was HK\$ 4837 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month September 2010 was +12.9%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month October 2010 was +16.8%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods for the month January to October 2010 was +12.4%.

Value index of retail outlets of books, newspapers, stationery and gifts for the month September 2010 was 94.2.

Value index of retail outlets of books, newspapers, stationery and gifts for the month October 2010 was 110.7.

Value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month September 2010 was HK\$ 441 million.

Value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month October 2010 was HK\$ 518 million.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month September 2010 was +1.4%.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month October 2010 was +3.0%.

Year-on-year % change of value of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January to October 2010 was +4.7%.

Value index of retail outlets of chinese drugs and herbs for the month September 2010 was 133.9.

Value index of retail outlets of chinese drugs and herbs for the month October 2010 was 142.7.

Value of retail sales for retail outlets of chinese drugs and herbs for the month September 2010 was HK\$ 326 million.

Value of retail sales for retail outlets of chinese drugs and herbs for the month October 2010 was HK\$ 347 million.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month

September 2010 was +15.1%.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month October 2010 was +14.4%.

Year-on-year % change of value of retail sales for retail outlets of chinese drugs and herbs for the month January to October 2010 was +10.3%.

Value index of optical shops for the month September 2010 was 110.5.

Value index of optical shops for the month October 2010 was 111.1.

Value of retail sales for optical shops for the month September 2010 was HK\$ 145 million.

Value of retail sales for optical shops for the month October 2010 was HK\$ 146 million.

Year-on-year % change of value of retail sales for optical shops for the month September 2010 was +6.4%.

Year-on-year % change of value of retail sales for optical shops for the month October 2010 was +8.4%.

Year-on-year % change of value of retail sales for optical shops for the month January to October 2010 was +9.1%.

Value index of retail outlets of medicines and cosmetics for the month September 2010 was 139.4.

Value index of retail outlets of medicines and cosmetics for the month October 2010 was 161.7.

Value of retail sales for retail outlets of medicines and cosmetics for the month September 2010 was HK\$ 1711 million.

Value of retail sales for retail outlets of medicines and cosmetics for the month October 2010 was HK\$ 1985 million.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month September 2010 was +19.6%.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month October 2010 was +24.4%.

Year-on-year % change of value of retail sales for retail outlets of medicines and cosmetics for the month January to October 2010 was +17.0%.

Value index of retail outlets of other consumer goods, not elsewhere classified for the month September 2010 was 117.2.

Value index of retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was 146.4.

Value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month September 2010 was HK\$ 1474 million.

Value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was HK\$ 1841 million.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month September 2010 was +9.6%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was +14.7%.

Year-on-year % change of value of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January to October 2010 was +10.9%.

Notes:

1. The figures for supermarkets above do not include sales in supermarket sections of department stores. Supplementary statistics that included such sales are shown below.

Value index of retail outlets of supermarkets and supermarket sections of department stores for the month September 2010 was 138.8.

Value index of retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was 141.0.

Value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month September 2010 was HK\$ 3435 million.

Value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was HK\$ 3488 million.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month September 2010 was +7.7%.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections

of department stores for the month October 2010 was +8.3%.

Year-on-year % change of value of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month January to October 2010 was +4.6%.

2. Figures for the month September 2010 are revised figures.

3. Figures for the month October 2010 are provisional figures.

4. The sum of individual items might not exactly tally with the respective total shown above because of rounding.

5. Value index is based on average of monthly indices from Oct. 2004 to Sep. 2005=100.

6. All the retail sales statistics are compiled based on the Hong Kong Standard Industrial Classification Version 2.0.

Table Title: Table 2 Volume index of retail sales by type of retail outlet for September and October 2010

Volume index of total retail sales for the month September 2010 was 133.4.

Volume index of total retail sales for the month October 2010 was 144.5.

Year-on-year % change of volume of retail sales for total retail sales for the month September 2010 was +15.8%.

Year-on-year % change of volume of retail sales for total retail sales for the month October 2010 was +19.6%.

Year-on-year % change of volume of retail sales for total retail sales for the month January to October 2010 was +15.5%.

Volume index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month September 2010 was 128.0.

Volume index of retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was 117.5.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month September 2010 was +2.6%.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month October 2010 was +1.9%.

Year-on-year % change of volume of retail sales for retail outlets of food, alcoholic drinks and tobacco (other than supermarkets) for the month January to October 2010 was +7.1%.

Volume index of retail outlets of fish, livestock and poultry, fresh or frozen for the month September 2010 was 91.4.

Volume index of retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was 99.4.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month September 2010 was +0.1%.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month October 2010 was -0.4%.

Year-on-year % change of volume of retail sales for retail outlets of fish, livestock and poultry, fresh or frozen for the month January to October 2010 was +4.7%.

Volume index of retail outlets of fruits and vegetables, fresh for the month September 2010 was 74.8.

Volume index of retail outlets of fruits and vegetables, fresh for the month October 2010 was 75.9.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month September 2010 was -2.4%.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month October 2010 was -6.7%.

Year-on-year % change of volume of retail sales for retail outlets of fruits and vegetables, fresh for the month January to October 2010 was -6.7%.

Volume index of retail outlets of bread, pastry, confectionery and biscuits for the month September 2010 was 214.4.

Volume index of retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was 122.6.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month September 2010 was +3.9%.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month October 2010 was +5.5%.

Year-on-year % change of volume of retail sales for retail outlets of bread, pastry, confectionery and biscuits for the month January to October 2010 was +10.3%.

Volume index of retail outlets of alcoholic drinks and tobacco for the month September 2010 was 181.3.

Volume index of retail outlets of alcoholic drinks and tobacco for the month October 2010 was 180.1.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the month September 2010 was +14.3%.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the month October 2010 was +10.2%.

Year-on-year % change of volume of retail sales for retail outlets of alcoholic drinks and tobacco for the

month January to October 2010 was +16.4%.

Volume index of retail outlets of other foodstuffs for the month September 2010 was 93.7.

Volume index of retail outlets of other foodstuffs for the month October 2010 was 123.5.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month September 2010 was -2.9%.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month October 2010 was -1.2%.

Year-on-year % change of volume of retail sales for retail outlets of other foodstuffs for the month January to October 2010 was +5.3%.

Volume index of supermarkets for the month September 2010 was 114.5.

Volume index of supermarkets for the month October 2010 was 115.7.

Year-on-year % change of volume of retail sales for supermarkets for the month September 2010 was +6.1%.

Year-on-year % change of volume of retail sales for supermarkets for the month October 2010 was +4.8%.

Year-on-year % change of volume of retail sales for supermarkets for the month January to October 2010 was +2.5%.

Volume index of retail outlets of fuels for the month September 2010 was 132.3.

Volume index of retail outlets of fuels for the month October 2010 was 129.2.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month September 2010 was +3.9%.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month October 2010 was +0.2%.

Year-on-year % change of volume of retail sales for retail outlets of fuels for the month January to October 2010 was +2.1%.

Volume index of retail outlets of clothing, footwear and allied products for the month September 2010 was 114.8.

Volume index of retail outlets of clothing, footwear and allied products for the month October 2010 was 145.8.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month September 2010 was +20.4%.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month October 2010 was +25.3%.

Year-on-year % change of volume of retail sales for retail outlets of clothing, footwear and allied products for the month January to October 2010 was +15.8%.

Volume index of retail outlets of wearing apparel for the month September 2010 was 112.2.

Volume index of retail outlets of wearing apparel for the month October 2010 was 145.3.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month September 2010 was +19.7%.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month October 2010 was +23.9%.

Year-on-year % change of volume of retail sales for retail outlets of wearing apparel for the month January to October 2010 was +15.8%.

Volume index of retail outlets of footwear, allied products and other clothing accessories for the month September 2010 was 130.6.

Volume index of retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was 148.9.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month September 2010 was +23.9%.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month October 2010 was +33.8%.

Year-on-year % change of volume of retail sales for retail outlets of footwear, allied products and other clothing accessories for the month January to October 2010 was +16.0%.

Volume index of retail outlets of consumer durable goods for the month September 2010 was 203.3.

Volume index of retail outlets of consumer durable goods for the month October 2010 was 202.6.
Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month September 2010 was +27.5%.
Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month October 2010 was +37.7%.
Year-on-year % change of volume of retail sales for retail outlets of consumer durable goods for the month January to October 2010 was +30.5%.
Volume index of retail outlets of motor vehicles and parts for the month September 2010 was 148.2.
Volume index of retail outlets of motor vehicles and parts for the month October 2010 was 154.9.
Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month September 2010 was +5.3%.
Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month October 2010 was +24.3%.
Year-on-year % change of volume of retail sales for retail outlets of motor vehicles and parts for the month January to October 2010 was +44.5%.
Volume index of retail outlets of electrical goods and photographic equipment for the month September 2010 was 243.1.
Volume index of retail outlets of electrical goods and photographic equipment for the month October 2010 was 254.1.
Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month September 2010 was +30.1%.
Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month October 2010 was +39.0%.
Year-on-year % change of volume of retail sales for retail outlets of electrical goods and photographic equipment for the month January to October 2010 was +27.9%.
Volume index of retail outlets of furniture and fixtures for the month September 2010 was 143.3.
Volume index of retail outlets of furniture and fixtures for the month October 2010 was 119.3.
Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month September 2010 was +13.0%.
Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month October 2010 was +19.4%.
Year-on-year % change of volume of retail sales for retail outlets of furniture and fixtures for the month January to October 2010 was +12.1%.
Volume index of retail outlets of other consumer durable goods, not elsewhere classified for the month September 2010 was 239.2.
Volume index of retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was 200.6.
Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month September 2010 was +89.8%.
Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month October 2010 was +88.5%.
Year-on-year % change of volume of retail sales for retail outlets of other consumer durable goods, not elsewhere classified for the month January to October 2010 was +40.9%.
Volume index of department stores for the month September 2010 was 121.4.
Volume index of department stores for the month October 2010 was 143.6.
Year-on-year % change of volume of retail sales for department stores for the month September 2010 was +11.0%.
Year-on-year % change of volume of retail sales for department stores for the month October 2010 was +13.6%.
Year-on-year % change of volume of retail sales for department stores for the month January to October 2010 was +14.1%.
Volume index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month September 2010 was 136.5.
Volume index of retail outlets of jewellery, watches and clocks, and valuable gifts for the month October

2010 was 152.7.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month September 2010 was +25.9%.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month October 2010 was +30.2%.

Year-on-year % change of volume of retail sales for retail outlets of jewellery, watches and clocks, and valuable gifts for the month January to October 2010 was +26.1%.

Volume index of retail outlets of other consumer goods for the month September 2010 was 106.9.

Volume index of retail outlets of other consumer goods for the month October 2010 was 126.2.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month September 2010 was +10.9%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month October 2010 was +14.7%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods for the month January to October 2010 was +8.6%.

Volume index of retail outlets of books, newspapers, stationery and gifts for the month September 2010 was 83.8.

Volume index of retail outlets of books, newspapers, stationery and gifts for the month October 2010 was 98.3.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month September 2010 was +0.9%.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month October 2010 was +2.3%.

Year-on-year % change of volume of retail sales for retail outlets of books, newspapers, stationery and gifts for the month January to October 2010 was +3.6%.

Volume index of retail outlets of chinese drugs and herbs for the month September 2010 was 105.9.

Volume index of retail outlets of chinese drugs and herbs for the month October 2010 was 112.0.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month September 2010 was +7.1%.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month October 2010 was +6.1%.

Year-on-year % change of volume of retail sales for retail outlets of chinese drugs and herbs for the month January to October 2010 was +4.0%.

Volume index of optical shops for the month September 2010 was 95.3.

Volume index of optical shops for the month October 2010 was 94.3.

Year-on-year % change of volume of retail sales for optical shops for the month September 2010 was +4.7%.

Year-on-year % change of volume of retail sales for optical shops for the month October 2010 was +5.0%.

Year-on-year % change of volume of retail sales for optical shops for the month January to October 2010 was +6.5%.

Volume index of retail outlets of medicines and cosmetics for the month September 2010 was 118.7.

Volume index of retail outlets of medicines and cosmetics for the month October 2010 was 137.0.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month September 2010 was +15.1%.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month October 2010 was +19.4%.

Year-on-year % change of volume of retail sales for retail outlets of medicines and cosmetics for the month January to October 2010 was +13.3%.

Volume index of retail outlets of other consumer goods, not elsewhere classified for the month September 2010 was 105.4.

Volume index of retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was 132.1.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere

classified for the month September 2010 was +11.1%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month October 2010 was +16.3%.

Year-on-year % change of volume of retail sales for retail outlets of other consumer goods, not elsewhere classified for the month January to October 2010 was +6.5%.

Notes:

1. The figures for supermarkets above do not include sales in supermarket sections of department stores. Supplementary statistics that included such sales are shown below.

Volume index of retail outlets of supermarkets and supermarket sections of department stores for the month September 2010 was 116.1.

Volume index of retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was 116.7.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month September 2010 was +6.1%.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month October 2010 was +5.0%.

Year-on-year % change of volume of retail sales for retail outlets of supermarkets and supermarket sections of department stores for the month January to October 2010 was +2.5%.

2. Figures for the month September 2010 are revised figures.

3. Figures for the month October 2010 are provisional figures.

4. Volume index is based on average of monthly indices from Oct. 2004 to Sep. 2005=100.

5. All the retail sales statistics are compiled based on the Hong Kong Standard Industrial Classification Version 2.0.

Table Title: Table 3 Movement of the volume of total retail sales, August 2009 - October 2010

Year-on-year % change of volume of total retail sales for August 2009 was -0.9%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending August 2009 compared with the 3 months ending May 2009 was +3.4%.

Year-on-year % change of volume of total retail sales for September 2009 was +1.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending September 2009 compared with the 3 months ending June 2009 was +3.8%.

Year-on-year % change of volume of total retail sales for October 2009 was +8.3%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending October 2009 compared with the 3 months ending July 2009 was +5.6%.

Year-on-year % change of volume of total retail sales for November 2009 was +10.0%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending November 2009 compared with the 3 months ending August 2009 was +6.1%.

Year-on-year % change of volume of total retail sales for December 2009 was +11.4%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending December 2009 compared with the 3 months ending September 2009 was +6.8%.

Year-on-year % change of volume of total retail sales for January 2010 was +3.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending January 2010 compared with the 3 months ending October 2009 was +8.0%.

Year-on-year % change of volume of total retail sales for February 2010 was +31.5%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending February 2010 compared with the 3 months ending November 2009 was +7.3%.

Year-on-year % change of volume of total retail sales for March 2010 was +17.3%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending March 2010 compared with the 3 months ending December 2009 was +5.3%.

Year-on-year % change of volume of total retail sales for April 2010 was +12.4%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending April 2010 compared with the 3 months ending January 2010 was +0.1%.

Year-on-year % change of volume of total retail sales for May 2010 was +16.3%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending May 2010 compared with the 3 months ending February 2010 was -1.7%.

Year-on-year % change of volume of total retail sales for June 2010 was +11.9%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending June 2010 compared with the 3 months ending March 2010 was -2.6%.

Year-on-year % change of volume of total retail sales for July 2010 was +16.2%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending July 2010 compared with the 3 months ending April 2010 was +0.6%.

Year-on-year % change of volume of total retail sales for August 2010 was +14.9%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending August 2010 compared with the 3 months ending May 2010 was +2.2%.

Year-on-year % change of volume of total retail sales for September 2010 was +15.8%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending September 2010 compared with the 3 months ending June 2010 was +5.5%.

Year-on-year % change of volume of total retail sales for October 2010 was +19.6%.

Rate of change of seasonally adjusted volume of retail sales for the 3 months ending October 2010 compared with the 3 months ending July 2010 was +7.3%.

Notes:

1. Figures for the month September 2010 are revised figures.
2. Figures for the month October 2010 are provisional figures.
3. Seasonally adjusted series may be revised as more data become available. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January become available.
4. Starting from January 2009, seasonal adjustment of the volume index of total retail sales is performed using the X-12 ARIMA method to replace the previous X-11 ARIMA method. Seasonally adjusted

figures for past months have also been revised using the X-12 ARIMA method. The X-12 ARIMA method is an update to the X-11 ARIMA method with enhanced modelling and diagnostic capabilities. The X-12 ARIMA method has now become a standard method used by statistical offices for performing seasonal adjustment of statistical series in many countries/territories.

5. All the retail sales statistics are compiled based on the Hong Kong Standard Industrial Classification Version 2.0.