

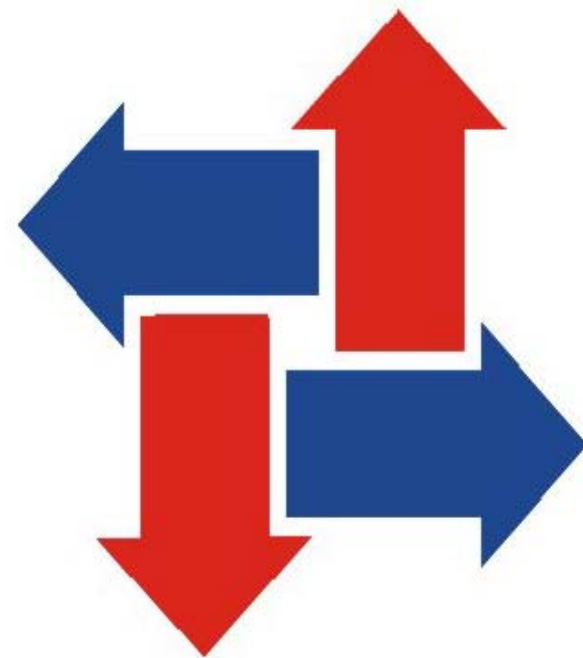
北京京客隆
商业集团股份有限公司
BEIJING JINGKELONG COMPANY LIMITED

Stock Code : 814HK

Annual Results 2009

Corporate Presentation

March 2010



Agenda

I. Financial Review

II. Business Review

III. Future Plans and Strategies

IV. Open Forum

Financial Review

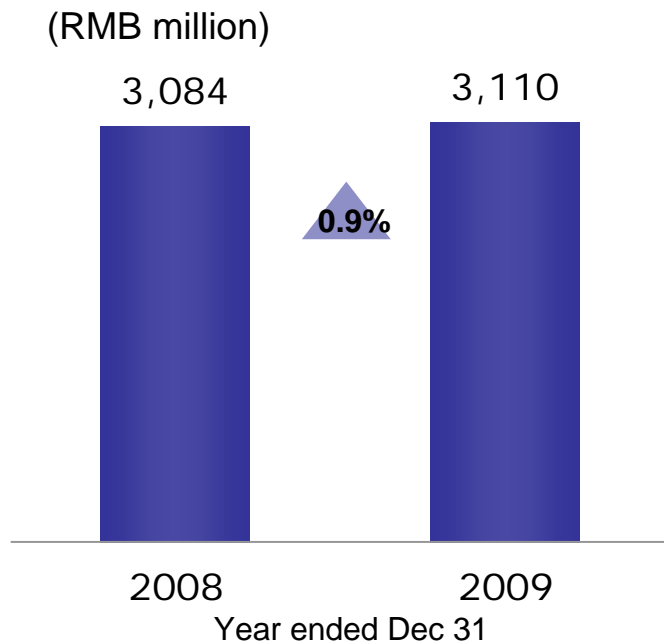
Financial Highlights

For the year ended 31 December

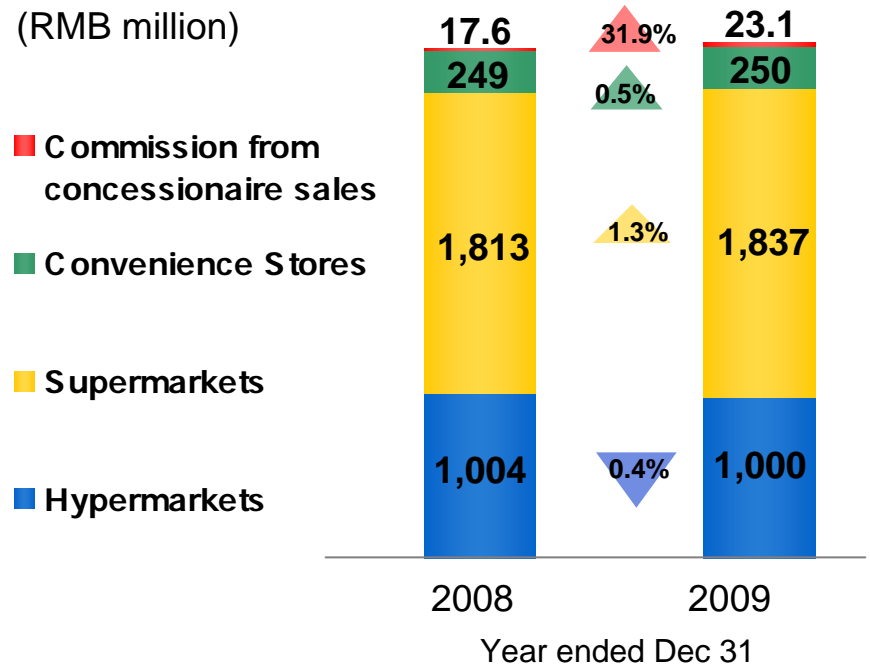
(RMB'000)	2009	2008 (Restated)	Change (%)
Turnover	6,691,036	6,683,791	0.1
- Retail	3,110,211	3,083,526	0.9
- Wholesale	3,573,491	3,594,310	(0.6)
Gross Profit	931,720	924,270	0.8
Profit attributable to shareholders	147,783	156,758	(5.7)
Basic earnings per share (RMB cents)	35.9	38	(5.5)
Final Dividend per share (RMB cents)	18.0	21.0	(14.3)

Retail Business - Revenue

Revenue



Revenue Breakdown



Financial Review – Retail

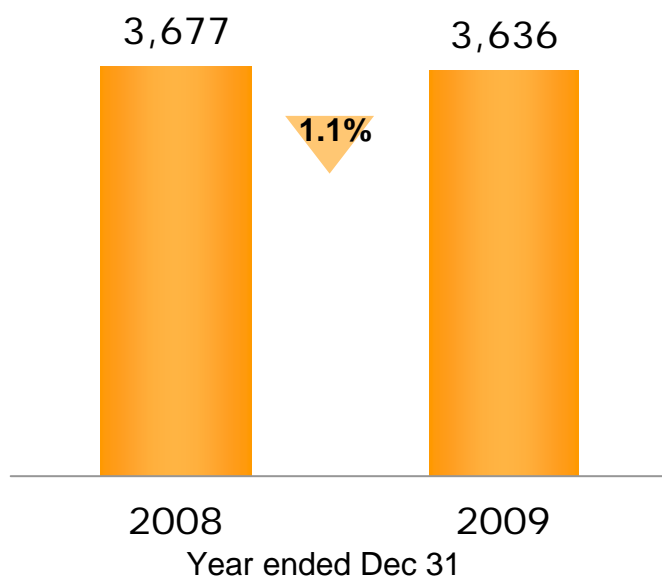
As at 31 December	Hypermarket		Supermarket		Convenience Store	
	2009	2008	2009	2008	2009	2008
No. of directly operated stores	7	7	50	47	58	54
Total operating area ('000 sq. m.)	61.0	60.1	107.7	103.2	13.2	12.3
Average area per store ('000 sq. m.)	8.7	8.6	2.2	2.2	0.23	0.23
Revenue per operating area per Day (RMB)	48.5	51.7	48.3	51.5	51.5	57.2
Average value per transaction (RMB)	50.5	55.0	33.1	34.5	9.8	10.1
Same store sales growth (%)	(1.1)	7.8	0.1	7.5	(5.3)	2.8

Notes: Results contributed by directly-operated hypermarkets, supermarkets and convenience stores ("Chain stores")

Wholesale Business

Revenue

(RMB million)

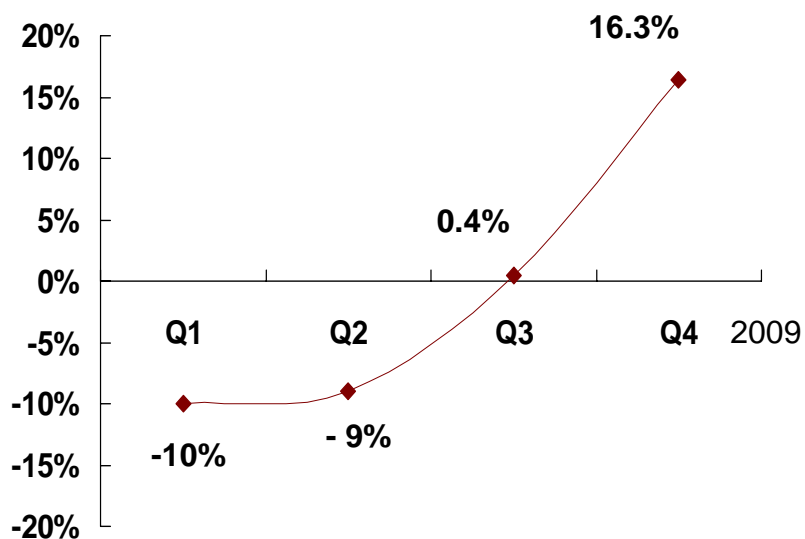


Wholesale analysis

	2009 (RMB million)	2008 (RMB million)
Revenue recognised by Chaopi Trading and its subsidiaries	3,636	3,677
Less: Intersegment sales	(522)	(557)
Add: Sales to franchisees by the company	459	474
Consolidated wholesale revenue	3,573	3,594
GP margin	10.3%	10.3%

Wholesale Business – Sales trend

Sales trend



Quarterly Sales

RMB million	2009	2008	Increase / (Decrease)
Q1	1,031	1150	(119)
Q2	628	690	(62)
Q3	1,009	1,005	4
Q4	968	832	136

Notes: Results contributed by Chaopi Trading and its subsidiaries.

Financial Review – Key Financial Figures

	Dec 31 2009	Dec 31 2008 (Restated)
Gross profit margin	13.9%	13.8%
- Retail	16.4%	16.4%
- Wholesale	10.3%	10.3%
EBITDA margin	7.2%	7.4%
EBIT margin	5.1%	5.5%
Net profit margin	2.8%	3.0%
Effective tax rate	25.7%	27.3%
Return on equity	10.6%	11.8%
Current ratio	0.91%	0.96%
Net gearing ratio	72.6%	57.8%

Financial Review – Key Financial Figures

	Dec 31 2009	Dec 31 2008
Inventory turnover days	47	41
- Retail	35	37
- Wholesale	51	44
Debtor turnover days	59	47
- Retail	1	1
- Wholesale	66	58
Creditor turnover days	58	51
- Retail	67	58
- Wholesale	49	44
Fixed assets turnover	4.6X	5.3 x

Financial Review – Key Financial Figures

	Dec 31 2009	Dec 31 2008
Selling and distribution costs/ sales	11.1%	10.0%
- Retail	13.2%	14.7%
- Wholesale	8.7%	6.2%
Administrative costs/ sales	3.4%	2.9%
- Retail	4.6%	5.0%
- Wholesale	2%	1.1%
Operating lease/ revenue	1.8%	1.6%
- Retail	2.4%	2.1%
Staffing expenses/ revenue	5.4%	4.7%
Finance costs/ sales	1.3%	1.4%

Business Review

Steady Expansion of Retail Network

- Continued to excel regional development strategy
- 31 retail outlets were newly opened including 9 directly-operated stores (1 hypermarket, 3 supermarkets and 5 convenience stores) and 22 franchise-operated convenience stores
- Redecoration of certain existing stores

Number of Retail Outlets as at 31 Dec 2009

	Directly Operated Stores	Franchised Stores	Shoulian delegated stores	Total
Department store	1	-	1	2
Hypermarket	7	-	2	9
Supermarket	50	1	21	72
Convenience Stores	58	105	-	163
Total	116	106	24	246

Operation & Management Enhancement

- Enhanced procurement and distribution
- Increased efforts on marketing and promotions
- Strengthened headquarter establishment
- Consolidated customer loyalty

Turning around of Wholesale Business

- A remarkable turning around of the wholesale business in the second half of 2009
- Sole distributorship brands reached 75
- Third party distribution – New source of profit
- Sales of in-house brand products increased

Future Plans and Strategies

Future plans and Strategies

Retail Business

- ◆ Seek suitable locations in Beijing and its periphery, in particular Langfang of Hebei Province
- ◆ One community shopping center, 2 hypermarkets, 8 supermarkets and 10 directly-operated convenience stores are planned to be opened in 2010
- ◆ Continuous efforts in renovation and transformation of matured outlets

Wholesale Business

- ◆ Expanding distribution network in the 2nd tier cities of Northern China, Eastern China and the economic circle of Bohai Sea
- ◆ Expanding market in the satellite cities of Beijing

Issue of A Shares Proposal

- Application for the allotment and issue of not more than 120,000,000 A Share
- The issue price and net proceeds will be determined based on preliminary price consultations with participants in the price consultation process
- The Proposal is subject to approvals by H Shareholders and Domestic Shareholders as well as the Relevant Authorities

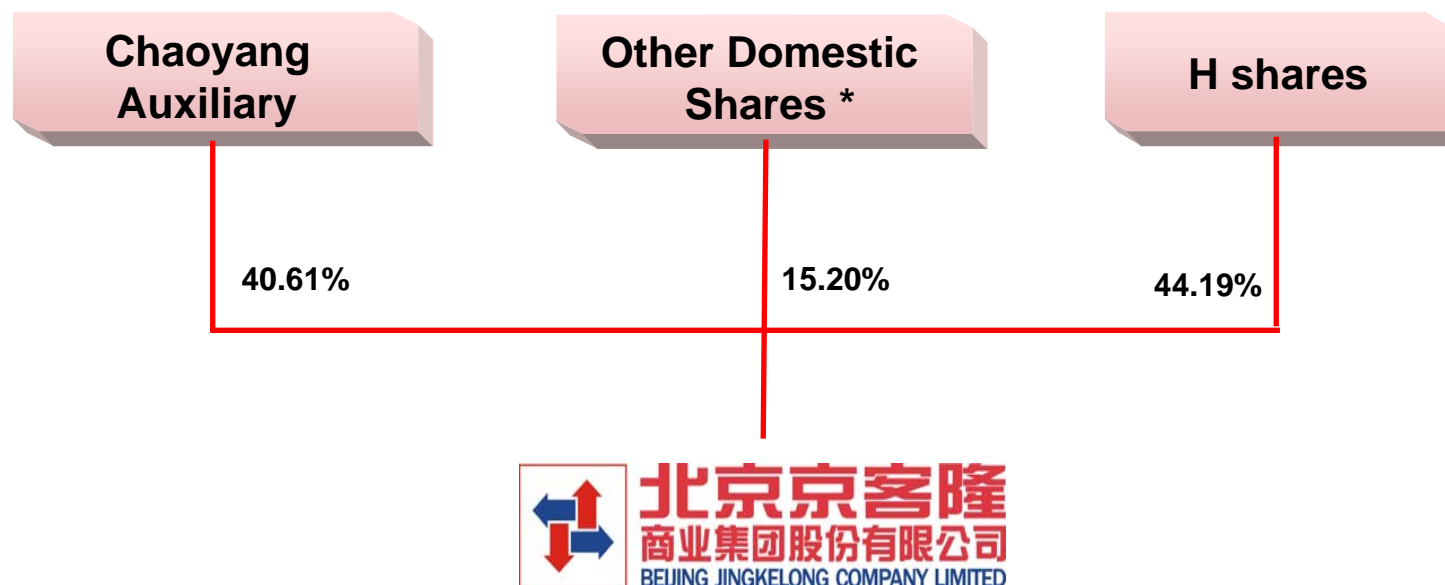
Issue of A Shares Proposal (continue)

Net proceeds of the A Share Issue are intended to be used to:

- ◆ development of retail network, establishing not less than ten new directly-operated stores
- ◆ decorating and upgrading not less than two selected existing stores
- ◆ establishing a new central staple processing kitchen logistics centre
- ◆ upgrading the vegetable processing workshop of the existing live and fresh produce centre
- ◆ upgrading and enhancing the convenience store distribution system of the constant temperature logistic centre

Open Forum

Appendix I: Shareholding Structure



*: 9.9% Domestic shares are held by the senior management and 122 employees.

Appendix II: Business Structure

