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北京京客隆商業集團股份有限公司

BEIJING JINGKELONG COMPANY LIMITED*

(a joint stock limited company incorporated in the People's Republic of China)

(Stock Code: 814)

WITHDRAWAL OF THE APPLICATION DOCUMENT OF THE A SHARE ISSUE FROM THE CSRC

This announcement is made by Beijing Jingkelong Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the relevant Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Reference is made to the announcements issued by the Company on 23 March 2012 and 25 March 2013, respectively, and the circulars issued by the Company on 13 April 2012 and 12 April 2013, respectively, in relation to, among other things, the A Share Issue. Unless defined otherwise, the terms used herein shall have the same meanings as those defined in the circular of the Company dated 13 April 2012.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that in view of the prevailing unfavourable macro-economic condition, the declining economic growth in the PRC and the retail industry operating at a depressed level, the Group’s net profit for the year ended 31 December 2012 having

decreased significantly as compared to the year ended 31 December 2011, and the recent performance of the Company's share price being below its net asset value per share, the Board has further reviewed the commercial benefit of implementing the A Share Issue at this juncture, and is of the view that it may not be the best timing nor in the best interests of the Company and its shareholders as a whole to proceed further with the A Share Issue. Thus, the Company has decided not to proceed with the A Share Issue at this time, and has submitted the relevant application to withdraw the application document of the A Share Issue to the CSRC.

The Company wishes to state that the withdrawal of the application document of the A Share Issue will not have any adverse effect on the Group's operations or financial position. The Company will at a later stage review its position on whether it would restart the A Share Issue exercise and further announcement(s) will be made if a decision to relaunch such exercise is reached.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Beijing Jingkelong Company Limited*
Li Bo
Company Secretary

Beijing, the PRC

30 May 2013

As at the date of this announcement, the executive directors of the Company are Mr. Wei Tingzhan, Mr. Li Jianwen, Ms. Li Chunyan and Mr. Liu Yuejin; the non-executive directors are Mr. Gu Hanlin and Mr. Li Shunxiang; and the independent non-executive directors are Mr. Wang Liping, Mr. Chen Liping and Mr. Choi Onward.

**for identification purpose only*