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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)

NOTICE OF BOARD MEETING

The board of directors (the "Board") of Beijing Jingkelong Company Limited (the "Company") hereby announces that a meeting of the Board will be held at Room 309, Block No.45, Xinyuan Street, Chaoyang District, Beijing, the People's Republic of China at 4:00 p.m. on Tuesday, 30 October 2012, for the purposes of considering and approving the unaudited results of the Company and its subsidiaries for the nine months ended 30 September 2012, and transacting any other business.

By Order of the Board

Beijing Jingkelong Company Limited

Li Bo

Company Secretary

Beijing, the PRC

15 October 2012

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*