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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)

PROPOSED CHANGE OF AUDITORS

The Board resolved to propose the appointment of Deloitte Touche Tohmatsu CPA Ltd. and Deloitte Touche Tohmatsu as the PRC auditor and the non-PRC auditor of the Company, respectively, subject to the approval of the shareholders of the Company at the AGM.

This announcement is made by Beijing Jingkelong Company Limited (the “**Company**”) pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) announces that Ernst & Young Hua Ming Certified Public Accountants and Ernst & Young (collectively the “**Ernst & Young**”) will retire as the PRC auditor and the non-PRC auditor of the Company, respectively, and will not offer themselves for re-appointment, whose term of service will expire on the conclusion of the forthcoming 2011 annual general meeting of the Company for the year ending 31 December 2011 to be held on

Monday, 28 May 2012 (the “AGM”).

For the purpose of maintaining good corporate governance, the Board also considers that the Company’s auditors should be changed after an appropriate time. Since Ernst & Young have been the auditor of the Company since 2003, the Board considers that it is an appropriate time to change the Company’s auditors.

Ernst & Young have confirmed in writing that there are no matters in relation to their retirement which should be brought to the attention of the members or creditors of the Company. The Board is not aware of any matters in relation to the proposed change of auditors that need to be brought to the attention of the shareholders of the Company. The Board has also confirmed that there are no disagreements or outstanding matters between the Company and Ernst & Young.

The Company believes that the proposed change of auditors will not affect the publication of the annual results or annual report of the Company for the year ended 31 December 2011.

An ordinary resolution will be proposed to the Company’s shareholders at the AGM for appointing Deloitte Touche Tohmatsu CPA Ltd. (德勤華永會計師事務所) as the PRC auditor of the Company and Deloitte Touche Tohmatsu (德勤•關黃陳方會計師行) as the non-PRC auditor of the Company, to fill the vacancy arising from the retirement of Ernst & Young and to hold office until the conclusion of the next annual general meeting of the Company. A notice of AGM containing, among other things, the proposed change of auditors, will be despatched to the shareholders of the Company as soon as practicable.

The Board would like to extend its sincere gratitude to Ernst & Young for their quality services provided to the Company in the previous years.

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

Beijing, the PRC

12 April 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*