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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)

**UNAUDITED QUARTERLY FINANCIAL DATA
FOR THE THREE MONTHS ENDED 31 March 2008**

The board of directors (the “Board”) of Beijing Jingkelong Company Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce certain selected unaudited key performance data of the Group for the first quarter ended 31 March 2008. This announcement is made pursuant to paragraph 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

HIGHLIGHTS

- Total revenue was RMB2,066.3 million, representing an increase of approximately 32 % from the same quarter last year.
- Gross profit was RMB264.8 million, representing an increase of approximately 33.7 % from the same quarter last year.
- Gross profit margin was approximately 12.8%, being approximately 0.1% higher than that of the same quarter last year.
- Same store sales growth was approximately 8.1%.
- One directly-operated hypermarket, one directly-operated supermarket and two convenience stores operated under the franchise agreements were opened during the period.

SELECTED UNAUDITED KEY PERFORMANCE DATA

For the three months ended 31 March

	Notes	2008 RMB'000	2007 RMB'000	Increase
Revenue	1	2,066,257	1,565,590	32%
Cost of sales		<u>(1,801,416)</u>	<u>(1,367,524)</u>	31.7%
Gross profit	2	264,841	198,066	33.7%
Gross profit margin	3	12.8%	12.7%	

Notes:

1. Revenue

For the three months ended 31 March

	2008 RMB'000	2007 RMB'000	Increase
Sales of merchandise and produce			
Retail business			
--Hypermarket	325,671	264,990	22.9%
--Supermarket	524,447	451,332	16.2%
--Convenience store	<u>73,800</u>	<u>66,166</u>	11.5%
	923,918	782,488	18.1%
Wholesale business	1,137,962	782,367	45.5%
Others	<u>4,377</u>	<u>735</u>	495.5%
Total revenue	<u>2,066,257</u>	<u>1,565,590</u>	32%

2. Gross profit

For the three months ended 31 March

	2008 RMB'000	2007 RMB'000	Increase
Gross profit			
Retail business			
--Hypermarket	52,636	38,942	35.2%
--Supermarket	87,499	66,732	31.1%
--Convenience store	<u>11,864</u>	<u>9,943</u>	19.3%
	151,999	115,617	31.5%
Wholesale business	111,812	82,261	35.9%
Others	<u>1,030</u>	<u>188</u>	447.9%
Total gross profit	<u>264,841</u>	<u>198,066</u>	33.7%

3. Gross profit margin

	<i>For the three months ended 31 March</i>	
	2008	2007
	%	%
Gross profit margin		
Retail business		
--Hypermarket	16.2	14.7
--Supermarket	16.7	14.8
--Convenience store	<u>16.1</u>	<u>15.0</u>
	16.5	14.8
Wholesale business	9.8 ^(a)	10.5
Others	<u>23.5</u>	<u>25.6</u>
Total	<u>12.8</u>	<u>12.7</u>

(a) Excluding the sales to Beijing Shou Lian Group Company Limited of approximately RMB106 million during the first quarter of 2008, the gross profit margin was approximately 10.8%.

The Board wishes to remind investors that the above key performance data are based on the Group's unaudited management accounts. Investors are cautioned not to unduly rely on such data.

In the meantime, investors are advised to exercise caution in dealing in the securities of the Company.

By Order of the Board

Beijing Jingkelong Company Limited

Wei Tingzhan

Chairman

Beijing, the PRC

23th May 2008

As at the date of this announcement, the executive directors of the Company are Wei Tingzhan, Li Jianwen, Li Chunyan and Liu Yuejin; the non-executive directors are Gu Hanlin and Li Shunxiang; and the independent non-executive directors are Fan Faming, Huang Jiangming and Chung Chi Kong.

** For identification purposes only*