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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 CONSOLIDATED RESULTS
FOR THE NINE MONTHS ENDED 30 SEPTEMBER 2011**

The board of directors (the “Board”) of Beijing Jingkelong Company Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce the unaudited consolidated results of the Group for the nine months ended 30 September 2011 (the “Nine Months Period”). This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

UNAUDITED CONSOLIDATED RESULTS

| | Note | <i>For the nine months ended 30 September</i> | |
|--------------------------------|----------|---|--------------------|
| | | 2011 RMB'000 | 2010 RMB'000 |
| Revenue | 1 | 6,350,917 | 5,446,337 |
| Cost of sales | | <u>(5,403,461)</u> | <u>(4,686,022)</u> |
| Gross profit | | 947,456 | 760,315 |
| Other income and gains | | 430,130 | 381,022 |
| Selling and distribution costs | | (820,500) | (664,956) |
| Administrative expenses | | (155,878) | (141,169) |
| Other expenses | | (35,559) | (32,057) |
| Finance costs | | <u>(85,957)</u> | <u>(69,840)</u> |
| PROFIT BEFORE TAX | | 279,692 | 233,315 |
| Income tax expense | | <u>(67,624)</u> | <u>(61,428)</u> |
| PROFIT FOR THE PERIOD | | <u>212,068</u> | <u>171,887</u> |
| Attributable to: | | | |
| Owners of the parent | | 166,841 | 140,619 |
| Minority interests | | <u>45,227</u> | <u>31,268</u> |
| | | <u>212,068</u> | <u>171,887</u> |

Notes:**1. Revenue**

| | <i>For the nine months ended 30 September</i> | |
|---|---|---------------------------|
| | 2011 | 2010 |
| | RMB'000 | RMB'000 |
| Retail business | | |
| --Hypermarkets | 851, 728 | 754, 608 |
| --Supermarkets | 2, 177, 219 | 1, 571, 985 |
| --Convenience stores | 244, 679 | 215, 801 |
| --Department Stores | 33, 807 | 22, 417 |
| (including commission) | (27, 036) | (18, 157) |
| | 3, 307, 433 | 2, 564, 811 |
| Revenue recognised by Beijing Chaopi Company Limited and its subsidiaries ("Chaopi Group") | 3, 444, 787 | 2, 967, 822 |
| Less: Intersegment sales | (425, 303) | (406, 931) |
| Sales to franchisees by the Company* | 10, 903 | 314, 720 |
| Consolidated wholesale revenue | 3, 030, 387 | 2, 875, 611 |
| Others | <u>13, 097</u> | <u>5, 915</u> |
| Total Revenue | <u>6, 350, 917</u> | <u>5, 446, 337</u> |

* After the Company's acquisition of 100% equity interest in Beijing Jingkelong Shouchao Company Limited (formerly called "Beijing Shoulian Supermarket Company Limited") ("Shouchao") on 24 December 2010, sales to franchisees by the Company decreased to RMB 10.9 million during the Nine Months Period because of the elimination of intersegment sales to Shouchao by the Company on consolidation. Such sales to Shouchao amounting to RMB 303 million pursuant to the franchise agreement between the Company and Shouchao were included in the sales to franchisees in the last corresponding period. Sales revenue of RMB365 million recognized by Shouchao was included in the retail business revenue during the Nine Months Period.

2. Gross profit margin

| | <i>For the nine months ended 30 September</i> | |
|--|---|-------------|
| | 2011 | 2010 |
| | (%) | (%) |
| Retail business of directly-operated hypermarkets, supermarkets and convenience stores | <u>16.4</u> | <u>16.9</u> |
| Wholesale business recognised by Chaopi Trading and its subsidiaries including intersegment sales | <u>11.0</u> | <u>10.5</u> |

3. 9 directly-operated retail outlets (including 6 supermarkets and 3 convenience stores) and 11 franchise-operated convenience stores were set up during the Nine Months Period. 7 franchise-operated convenience stores were closed during that period and the total number of retail outlets was 249 as at 30 September 2011.

The Board wishes to remind investors that the above figures 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

28 October 2011

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*