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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)

UPDATE ON A SHARE ISSUE

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Public Offering Review Committee of CSRC did not approve the application for the A Share Issue of the Company at the meeting held on 14 October 2011.

The Company will use its internal resources or other means to finance the projects proposed to be financed by the proceeds from the A Share Issue and there will not be any material adverse effect on the financial position or the operation of the Company.

Investors are advised to exercise caution in dealing in the H Shares. The Company will make further announcement pursuant to the relevant laws, regulations and the requirements of regulatory authorities of the PRC should the need arises and such announcement (if any) will be released in Hong Kong simultaneously in accordance with the Listing Rules.

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

Reference is made to the announcements of the Company dated 28 February 2010, 4 May

2010, 4 May 2011, 10 October 2011, respectively, and the circulars of the Company dated 19 March 2010 and 18 March 2011, respectively, in relation to the A Share Issue. Unless otherwise defined, terms and expressions defined in the circular of the Company dated 18 March 2011 shall have the same meanings when used herein.

On 14 October 2011, at the 225th meeting of 2011, the Public Offering Review Committee of CSRC reviewed the application by the Company in respect of the A Share Issue and did not approve its application.

The Company will use its internal resources or other means to finance the projects proposed to be financed by the proceeds from A Share Issue and there will not be any material adverse effect on the financial position or the operation of the Company.

Investors are advised to exercise caution in dealing in the H Shares. The Company will make further announcement pursuant to the relevant laws, regulations and the requirements of regulatory authorities of the PRC should the need arises and such announcement (if any) will be released in Hong Kong simultaneously in accordance with the Listing Rules.

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

Beijing, the PRC
14 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*