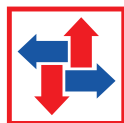


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北京京客隆
商业集团股份有限公司
BEIJING JINGKELONG COMPANY LIMITED

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 ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN THAT the annual general meeting (the “**2010 Annual General Meeting**”) of 北京京客隆商業集團股份有限公司 (Beijing Jingkelong Company Limited*) (the “**Company**”) for the year ended 31 December 2010 will be held at the Conference Room, 4th Floor, Block No. 45, Xinyuan Street, Chaoyang District, Beijing, the People's Republic of China at 9:00 a.m on Friday, 10 June 2011 for the purpose of considering the following matters:

AS ORDINARY RESOLUTIONS:

1. To consider and approve the Report of the Board of Directors of the Company for the year ended 31 December 2010.
2. To consider and approve the Report of the Supervisory Committee of the Company for the year ended 31 December 2010.
3. To consider and receive the consolidated audited financial statements of the Company and the Auditors' Report for the year ended 31 December 2010.
4. To consider and approve the re-appointment of Ernst & Young Hua Ming Certified Public Accountants (安永華明會計師事務所) as the PRC auditors of the Company and Ernst & Young as the non-PRC auditors of the Company for the period from the conclusion of the 2010 Annual General Meeting to the conclusion of the annual general meeting of the Company for the year ending 31 December 2011, and to authorise any committee of the Board of Directors of the Company to determine their respective remuneration (and, for the purpose of this resolution, “PRC” means the People's Republic of China excluding Hong Kong, Macau and Taiwan).

* For identification purpose only

5. To consider and approve the profit distribution of the Company for the year ended 31 December 2010 (including the payment of the final dividend of RMB 20.0 cents per share of the Company).
6. To consider and approve the granting of a mandate to the Board of Directors of the Company to declare and procure the Company to pay interim dividend (if any) to the Company's shareholders for any period in the year ending 31 December 2011.
7. To consider and approve the standard of the performance-based bonus to the Chairman of the third session Board of Directors of the Company during his term as follows:

In respect of the performance-based bonus of the Chairman, the Company shall continue to implement the principles and regulations stipulated by the Board of Directors. The performance-based bonus is linked with the Company's fulfilment of its operation target in the relevant year. If the basic earning ratio per share (calculated according to the audited profits attributable to owners of the ordinary shares of the parent company and the number of issued ordinary shares of the Company in the relevant year) exceeds the target of the relevant year, the performance-based bonus shall be paid to the Chairman in accordance with the following standard:

Performance-based bonus = annual basic salary × (actual basic earning ratio per share – target) × factor (the factor corresponding to every one percent of the actual basic earning ratio per share in excess of the target shall be 0.15 – 0.17. Furthermore, the growth of the performance-based salary in one year shall not exceed that of the Company's profits in the same year.)

The final amount of the performance-based bonus of the Chairman shall be determined by the Board of Directors in accordance with the above principle and paid to the Chairman each year.

AS SPECIAL RESOLUTIONS:

To consider and, if thought fit, pass the following resolutions as special resolutions:

8. **“THAT:**

- (1) the board of directors of the Company (the **“Board”**) be and is hereby authorised and granted an unconditional general mandate (**“General Mandate (Shares)”**) to separately or concurrently allot, issue and deal with additional Domestic Shares (or, if the issue of A Shares is completed, the A Shares representing such Domestic Shares) and/or H Shares and to make or grant offers, agreements and/or options in respect thereof, subject to the following conditions:
 - (a) the General Mandate (Shares) shall not extend beyond the Relevant Period (as defined below) save that the Board may during the Relevant Period make or grant offers, agreements and/or options which may require the exercise of such power after the end of the Relevant Period;

- (b) the respective aggregate nominal amount of the Domestic Shares (or, if the issue of A Shares is completed, the A Shares representing such Domestic Shares) and the H Shares allotted and issued or agreed conditionally or unconditionally to be allotted and issued (whether pursuant to an option or otherwise), separately or concurrently, by the Board (otherwise than pursuant to any scrip dividend scheme (or similar arrangement providing for the allotment and issue of shares in lieu of the whole or part of a dividend), any share option scheme, a Rights Issue (as defined below) or any separate approval of the shareholders of the Company) shall not exceed:
- (i) 20 per cent. of the aggregate nominal amount of the Domestic Shares in issue (or, if the issue of A Shares is completed, the A Shares representing such Domestic Shares); and
 - (ii) 20 per cent. of the aggregate nominal amount of the H Shares in issue, in each case as at the date of passing of this resolution; and
- (c) the Board will only exercise its power under the General Mandate (Shares) in accordance with the Company Law of the People's Republic of China (the "PRC") and the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as they may be amended from time to time) and only if all necessary approvals from the China Securities Regulatory Commission and/or other relevant PRC government authorities and/or stock exchange (if applicable) are obtained;

and, for the purpose of this resolution:

"A Share(s)" has the same meaning ascribed thereto in the circular issued by the Company on 19 March 2010;

"Domestic Share(s)" mean the ordinary shares(s) issued by the Company, with a RMB denominated par value of RMB1.00 each, which are subscribed for or credited as fully paid in Renminbi;

"H Share(s)" mean the overseas listed foreign ordinary share(s) of nominal value of RMB1.00 each in the share capital of the Company, which are subscribed for and traded in HK dollars and listed on The Stock Exchange of Hong Kong Limited;

"Relevant Period" means the period from the date of passing this resolution until the earlier of:

- (a) the conclusion of the next annual general meeting of the Company following the passing of this resolution, unless, by special resolution passed at that meeting, the General Mandate (Shares) is renewed, either unconditionally or subject to conditions; or

- (b) the expiry of the period within which the next annual general meeting is required by the articles of association of the Company or any applicable law to be held; or
- (c) the passing of a special resolution of the Company in a general meeting revoking or varying the authority set out in this resolution;

“Rights Issue” means the allotment or issue of shares in the Company or other securities which would or might require shares or such other securities to be allotted and issued pursuant to an offer made to all the shareholders of the Company (excluding, as the Board may decide, for such purpose any shareholder who is resident in a place, or the exclusion of whom is considered by the Board to be necessary or expedient on account of either legal restrictions under the laws of the relevant place or the requirements of the relevant regulatory body or stock exchange in that place) entitled to such offer, pro rata (apart from fractional entitlements) to their then existing holdings of shares;

- (2) contingent on the Board resolving to exercise the General Mandate (Shares) and/or issue shares pursuant to paragraph (1) of this resolution, the Board be and is hereby authorised:
 - (a) to approve, execute and do, and/or procure to be executed and done, all such documents, deeds and matters which it may consider necessary in connection with the exercise of the General Mandate (Shares) and/or the issue of shares, including but not limited to the time, price and quantity of and the place for such issue, to make all necessary applications to the relevant authorities, and to enter into underwriting agreement(s) or any other agreement(s);
 - (b) to determine the use of proceeds and to make all necessary filings and registration with the relevant authorities in the PRC, Hong Kong and/or any other places and jurisdictions (as appropriate); and
 - (c) to increase the registered capital of the Company and make all necessary amendments to the articles of association of the Company to reflect such increase and to register the increased capital with the relevant authorities in the PRC, Hong Kong and/or any other places and jurisdictions (as appropriate) as so to reflect the new capital and/or share capital structure of the Company.”

9. **“THAT:**

- (1) the board of the directors of the Company (the **“Board”**) be and is hereby generally and unconditionally granted a general mandate (**“General Mandate (Debenture)”**), subject to the registration and approval from the National Association of Financial Market Institutional Investors of the People’s Republic of China, to issue short-term debentures, in one or more tranches, with an aggregate principal amount not exceeding RMB500 million (the **“Debenture Issue(s)”**).
- (2) The Board (or any committee thereof), taking into consideration the requirement of the Company and other market conditions, be and is hereby generally and unconditionally authorised to:
 - (i) determine the terms and conditions of and other matters relating to the Debenture Issue(s) (including, but not limited to, the determination of the final aggregate principal amount, interest rate, rating, guarantee arrangements and use of the proceeds of the Debenture Issue(s));
 - (ii) do all such acts which are necessary and incidental to the issue of the Debenture Issue(s) (including, but not limited to, the securing of approvals, the determination of selling arrangements and the preparation of relevant application documents); and
 - (iii) take all such steps which are necessary for the purposes of executing the Debenture Issue(s) (including, but not limited to, the execution of all requisite documentation and the disclosure of relevant information in accordance with application laws), and to the extent that any of the aforementioned acts and steps have already been undertaken by the Board (or any committee thereof) in connection with the Debenture Issue(s), such acts and steps be hereby approved, confirmed and ratified.”

By Order of the Board
Beijing Jingkelong Company Limited*
Wei Tingzhan
Chairman

Beijing,
The People’s Republic of China
15 April 2011

Notes:

- (A) The Company will not process registration of transfers of the H shares of the Company (“**H Shares**”) from Saturday, 21 May 2011 to Friday, 10 June 2011 (both days inclusive). Holders of H Shares whose names appear on the register of H Shares kept at Computershare Hong Kong Investor Services Limited at the close of business on Friday, 20 May 2011 are entitled to attend and vote at the 2010 Annual General Meeting following completion of the registration procedures.

To qualify for attendance and voting at the 2010 Annual General Meeting, documents on transfers of H Shares, accompanied by the relevant share certificates, must be lodged with the Company’s H-Shares Registrar and Transfer Office, not later than 4:30 p.m. on Friday, 20 May 2011. The address of the Company’s H-Shares Registrar and Transfer Office is as follows:

Computershare Hong Kong Investor Services Limited
Shops 1712–16, 17th Floor, Hopewell Centre
183 Queen’s Road East
Wanchai
Hong Kong

The Company will not process registration of transfers of the domestic shares of the Company (“**Domestic Shares**”) from Saturday, 21 May 2011 to Friday, 10 June 2011 (both days inclusive). Holders of Domestic Shares whose names appear on the register of shareholders of the Company at the close of business on Friday, 20 May 2011 are entitled to attend and vote at the 2010 Annual General Meeting. Holders of Domestic Shares should contact the secretary to the board (“**Secretary to the Board**”) of directors of the Company (whose contact details are set out in note (B) below) for details concerning registration of transfers of Domestic Shares.

- (B) Holders of H Shares and Domestic Shares who intend to attend the 2010 Annual General Meeting should complete and return the reply slip for attending the 2010 Annual General Meeting in person.

Holders of H Shares should complete and return the reply slip to the Company’s H-Shares Registrar and Transfer Office by facsimile at (852) 2865 0990 or by post to (or by depositing it at) its address set out in note (A) above such that the reply slip shall be received by the Company’s H-Shares Registrar and Transfer Office 20 days before the 2010 Annual General Meeting (i.e. on or before Saturday, 21 May 2011).

Holders of Domestic Shares should complete and return the reply slip, by personal delivery, by facsimile or by post, to the Secretary to the Board such that the reply slip shall be received by the Secretary to the Board 20 days before the 2010 Annual General Meeting (i.e. on or before Saturday, 21 May 2011).

The contact details of the Secretary to the Board are as follows:

3rd Floor
Block No.45, Xinyuan Street
Chaoyang District, Beijing
The People’s Republic of China
Telephone No.: 86(10) 6460 3046
Facsimile No.: 86(10) 6461 1370

- (C) Each holder of H Shares entitled to attend and vote at the 2010 Annual General Meeting may, by completing the form of proxy of the Company, appoint one or more proxies to attend and vote at the 2010 Annual General Meeting on his behalf. A proxy need not be a shareholder of the Company (“**Shareholder**”). With respect to any Shareholder who has appointed more than one proxy, the proxy holders may only vote on a poll.
- (D) Holders of H Shares must use the form of proxy of the Company for appointing a proxy and the appointment must be in writing. The form of proxy must be signed by the relevant Shareholder or by a person duly authorised by the relevant Shareholder in writing (a “**power of attorney**”). If the form of proxy is signed by the person authorised by the relevant Shareholder as aforesaid, the relevant power of attorney and other relevant documents of authorisation (if any) must be notarised. If a corporate Shareholder appoints a person other than its legal representative to attend the 2010 Annual General Meeting on its behalf, the relevant form of proxy must be affixed with the company seal/chop of the corporate Shareholder or duly signed by its director or any other person duly authorised by that corporate shareholder as required by the articles of association of the Company.
- (E) To be valid, the form of proxy and the relevant notarised power of attorney (if any) and other relevant documents of authorisation (if any) as mentioned in note (D) above must be delivered by personal delivery or by post to the Company’s H-Shares Registrar and Transfer Office, Computershare Hong Kong Investor Services Limited (address: Shops 1712-16 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong), such that the same shall be received by Company’s H-Shares Registrar and Transfer Office not less than 24 hours before the time appointed for the 2010 Annual General Meeting.
- (F) Each holder of Domestic Shares who is entitled to attend and vote at the 2010 Annual General Meeting may also, by completing the form of proxy of the Company, appoint one or more proxies to attend and vote at the 2010 Annual General Meeting on his behalf. A proxy need not be a Shareholder. Notes (D) and (E) above also apply to the holders of Domestic Shares, except that, to be valid, the form of proxy and the relevant power of attorney (if any) and other relevant documents of authorisation (if any) must be delivered to the Secretary to the Board by personal delivery or by post such that the same shall be received by the Secretary to the Board not less than 24 hours before the time appointed for the 2010 Annual General Meeting. The address of the Secretary to the Board is stated in note (B) above.
- (G) A Shareholder or his proxy should produce proof of identity when attending the 2010 Annual General Meeting. If a corporate Shareholder’s legal representative or any other person authorised by the board of directors or other governing body of such corporate Shareholder attends the 2010 Annual General Meeting, such legal representative or other person shall produce his proof of identity, and proof of designation as legal representative and the valid resolution or authorisation document of the board of directors or other governing body of such corporate Shareholder (as the case may be) to prove the identity and authorisation of that legal representative or other person.
- (H) The 2010 Annual General Meeting is expected to last for not more than half a day. Shareholders who attend the 2010 Annual General Meeting shall bear their own travelling and accommodation expenses.

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.