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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)**

### **PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders of the Company and potential investors that the Group's net profit for the year ended 31 December 2012 is presently anticipated to significantly decrease as compared to the year ended 31 December 2011.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by Beijing Jingkelong Company Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the "**SFO**").

The board of directors of the Company (the “**Board**”) wishes to inform the Shareholders of the Company (the “**Shareholders**”) and potential investors that the Group’s net profit for the year ended 31 December 2012 is presently anticipated to significantly decrease as compared to the year ended 31 December 2011. Such decrease in net profit is mainly attributable to China’s economic downturn, the intense competition in the industry in which the Group operates, and an increase in costs and expenses.

This profit warning announcement is only based on the information currently available to the Group and a preliminary assessment by the management of the Company of the management accounts of the Group, which have not been audited or reviewed by the Company’s auditors. Shareholders and potential investors are advised to read carefully the announcement of the Company in relation to the Group’s results for the year ended 31 December 2012, which is expected to be released in March 2013.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

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

Beijing, the PRC

24 January 2013

*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*