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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)

**CONTINUING CONNECTED TRANSACTIONS SUBJECT TO EXEMPTION
UNDER RULE 14A.76(1)(c) OF THE LISTING RULES**

With the amendments to the Listing Rules on connected transactions becoming effective from 1 July 2014, the Chaoyang Auxiliary Transactions have become exempted continuing connected transactions pursuant to the new Rule 14A.76(1)(c) of the Listing Rules. The Company will apply the exemption under Rule 14A.76(1)(c) and the Chaoyang Auxiliary Transactions will no longer be subject to the reporting and annual review requirements under Chapter 14A of the Listing Rules.

Reference is made to the section headed “Connected Transactions” of the introduction document (the “Introduction Document”) issued by the Company on 29 June 2007 and the announcement (the “Announcement”) of the Company dated 18 June 2012. Unless otherwise defined, the terms and expressions used in this announcement have the same meanings as used in the Announcement.

As disclosed in the Introduction Document, pursuant to three lease agreements, three

supplemental lease agreements, a confirmation letter and a memorandum entered into between the Company and Chaoyang Auxiliary during the period from 30 April 2004 to 12 August 2008, Chaoyang Auxiliary agreed to lease to the Company certain properties for terms from 10 years to 20 years commencing on 1 January 2004, 1 July 2005 and 1 July 2006 (as the case may be). On 1 July 2011, a modification agreement of the lease agreement was entered into between the Company, Chaoyang Auxiliary and Hongchao Weiye under which the Company agreed, inter alia, to continue to rent the Chaoyang Auxiliary Properties from Chaoyang Auxiliary.

On 18 June 2012, a Supplemental Lease Agreement (the “Supplemental Agreement”) was entered into between the Company and Chaoyang Auxiliary in relation to the Chaoyang Auxiliary Properties. Pursuant to the Supplemental Agreement, Chaoyang Auxiliary agreed to lease the Chaoyang Auxiliary Properties to the Company for the purpose of operating four convenience stores and a training centre for a term of up to 31 December 2023, with the aggregate rentals payable to Chaoyang Auxiliary by the Company amounting to RMB1,326,344.74 per annum for the period from 1 January 2015 to 31 December 2016, RMB1,346,239.91 per annum for the period from 1 January 2017 to 31 December 2017, RMB1,366,135.08 per annum for the period from 1 January 2018 to 31 December 2021, RMB1,386,627.11 per annum for the period from 1 January 2022 to 31 December 2022, and RMB1,407,119.13 per annum for the period from 1 January 2023 to 31 December 2023.

Chaoyang Auxiliary is the controlling shareholder of the Company which owns 40.61% of the Company’s issued capital. Accordingly, the abovementioned lease of the Chaoyang Auxiliary Properties by Chaoyang Auxiliary to the Company (the “Chaoyang Auxiliary Transactions”) constitutes continuing connected transactions for the Company.

The new amendments to the Listing Rules on connected transactions came into effect on 1 July 2014. With the amendments becoming effective, the Chaoyang Auxiliary Transactions have become exempted continuing connected transactions pursuant to the new Rule 14A.76(1)(c) of the Listing Rules, as the annual cap for the Chaoyang Auxiliary Transactions would be less than HK\$3,000,000. Accordingly, the Company will apply the exemption under Rule 14A.76(1)(c) and the Chaoyang Auxiliary Transactions will no longer be subject to the reporting and annual review requirements under Chapter 14A of the Listing Rules.

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

Beijing, the PRC
27 March 2015

As at the date of this announcement, the executive directors of the Company are Mr. Li Jianwen, Mr. Li Wei, Ms. Li Chunyan and Mr. Liu Yuejin; the non-executive directors are Mr. Wang Weilin 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*