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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)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary review of the consolidated management accounts of the Group for the year ended 31 December 2024, the net loss attributable to the shareholders of the parent company for the year ended 31 December 2024 is expected to be approximately RMB155,000,000 to RMB 165,000,000, as compared to the audited net loss attributable to the shareholders of the parent company of RMB75,675,109 for the year ended 31 December 2023.

**Shareholders and potential investors of the Company 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, collectively referred to as the “**Group**”) pursuant to Rule 13.09(2)(a) 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 of the 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, based on a preliminary review of the consolidated management accounts of the Group for the year ended 31 December 2024 (the “**FY2024**”), the net loss attributable to the shareholders of the parent company for the FY2024 is expected to be approximately RMB155,000,000 to RMB165,000,000, as compared to the audited net loss attributable to the shareholders of the parent company of RMB75,675,109 for the year ended 31 December 2023.

The Board considers that such increase in the net loss attributable to the shareholders of the parent company is mainly due to the following reason: During the FY2024, the Group’s rental costs increased significantly as a result of significant rental upward adjustment by major lessors, Beijing Chaofu State-owned Assets Administration Co., Ltd.\* (北京朝富國有資產管理有限公司), Beijing Hongchao Weiye State-owned Assets Management Co., Ltd.\* (北京弘朝偉業國有資產經營有限責任公司) and Beijing Jin Chaoyang State-owned Capital Operation Management Co., Ltd.\* (北京金朝陽國有資本運營管理有限公司).

The information contained in this announcement has been prepared solely based on the information available to the Group and the preliminary assessment of the Group’s consolidated management accounts for FY2024 conducted by the Company’s management and has not been audited or reviewed by the Company’s auditors. The Board wishes to emphasise that the unaudited consolidated results of the Group for the FY2024 may be subject to further adjustment(s) and may be different from the information contained in this announcement. Shareholders and potential investors of the Company are advised to read the Company’s announcement in relation to the results of the Group for FY2024, which is expected to be published on 28 March 2025.

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

By Order of the Board  
**Beijing Jingkelong Company Limited\***  
*Pan Xuemin*  
Company Secretary

Beijing, the PRC  
17 March 2025

*As at the date of this announcement, the executive directors of the Company are Mr. Zhang Liwei, Ms. Wang Hong, Mr. Zhang Hongbo and Mr. Yang Wensheng; the non-executive directors are Mr. Li Jianwen and Ms. Zhang Yan; and the independent non-executive directors are Mr. Wang Liping, Mr. Chen Liping and Mr. Kot Man Tat.*

*\* For identification purposes only*