



北京國際會議中心
Beijing International
Convention Center

本公司在堅持投資物業與發展物業並重策略的同時，將致力信息技術產業與發展物業和投資物業的結合和發展，利用計算機網絡技術開拓信息化智能社區和電子商務應用領域這一嶄新的市場。

The Company will place equal emphasis on its property investment and development. Besides, it will endeavor to integrate the development of information technology into the two businesses so as to leverage the computer network technology to extend its operation to the emerging markets of intelligent community and e-commerce.

北京北辰實業股份有限公司(「本公司」)是由北京北辰實業集團公司獨家發起設立，於一九九七年四月二日成立的股份有限公司，本公司於中華人民共和國(「中國」)北京註冊，於一九九七年五月發行H股並在香港聯合交易所有限公司掛牌上市。於一九九八年七月本公司經國家有關部門批准轉制成為中外合資股份有限公司。

本公司之業務主要為中國北京從事物業投資及物業發展。集團之投資物業主要集中於酒店、公寓、寫字樓、會議中心、購物中心及康樂設施等配套齊全的亞運村商住社區。發展物業則以亞運村周邊地區為主，重點開發具有綜合配套能力的居住小區。

本公司在堅持投資物業與發展物業並重策略的同時，將致力信息技術產業與發展物業和投資物業的結合和發展，利用計算機網絡技術開拓信息化智能社區和電子商務應用領域這一嶄新的市場。與此同時，繼續進行信息智能化社區的開發建設，利用信息技術改造傳統產業，培育新的經濟增長點。

本公司將充分利用自身的綜合競爭優勢，面向極具需求潛力的北京市物業市場，開拓進取，努力將本公司發展成為一流的中國境外上市公司。

匯賓大廈
Hui Bin Offices



世紀村
Shi Ji Chun Estate

Beijing North Star Company Limited (the “Company”), with Beijing North Star Industrial Group Company (“BNS Group Company”) as its sole promoter, was incorporated as a joint stock limited company on 2nd April, 1997, in Beijing, the People’s Republic of China (the “PRC”). Its H shares were issued and listed on The Stock Exchange of Hong Kong Limited in May 1997. In July, 1998, the Company was approved by the relevant authority of the State for conversion into a Sino-foreign joint stock limited company.

The Company is principally engaged in property management and development in Beijing, the PRC. The Group’s properties held for investment are mainly hotels, apartments, offices, convention centre, shopping centres and recreation facilities which are located within the commercial and residential area of the Asian Games Village. Most of the Group’s properties held for development are situated around the periphery of the Asian Games Village with emphasis on the development of residential estates equipped with comprehensive ancillary facilities.

The Company will place equal emphasis on its property investment and development. Besides, it will endeavor to integrate the development of information technology into the two businesses so as to leverage the computer network technology to extend its operation to the emerging markets of intelligent community and e-commerce. Meanwhile, it will also seek to transform the traditional industries with the use of information technology so as to create additional sources of profit.

The Company will fully capitalize on the strength of its diversified property portfolio in investment properties and development properties, and actively explore the business potential of the rapidly expanding Beijing property market. The Company will continue to work to become a leading overseas listed PRC enterprise.