

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（「北辰集團公司」）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在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。

本公司堅持投資物業與發展物業並重的策略，以提高經濟效益為中心，加快改革和調整步伐。公司堅持致力於提升亞運村的綜合服務功能和品牌形象，充分發揮發展物業的支柱作用；擴大開發經營的市場份額，增加優質土地儲備，加快持續發展步伐；堅持從股東利益最大化出發，積極探索有增值潛力的新領域，拓展經營發展空間。

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 continue to place equal emphasis on its property investment and development with an aim of focusing in improving results performance, accelerating paces of reforms and restructuring. It will continuously upgrade the integrated service functions and branding of Asian Games Village to leveraging off the development properties as our core assets. Besides, it will extend its market share in the development property market and increase quality land reserves to escalate its rate of continuous development. Upholding its target of maximizing shareholders' value, it will proactively seek for new frontiers with growth potential to further expand its operations and development market.

本公司將充分利用自身的綜合競爭優勢，面向極具潛力的北京市物業地產市場，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。

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.