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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)

POSITIVE PROFIT ALERT

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 a preliminary review of the consolidated management accounts of the Group, the Group's net profit for the nine months ended 30 September 2017 is presently expected to significantly increase by approximately 110%, as compared with that for the nine months ended 30 September 2016.

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)(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, 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, the Group’s net profit for the nine months ended 30 September 2017 is presently expected to significantly increase by approximately 110%, as compared with that for the nine months ended 30 September 2016. Such increase in net profit is mainly attributable to (i) the optimization of the marketing and pricing policies of the Group resulting in an increase in the Group’s gross profit margin; (ii) the closure of six loss-making supermarkets by the Group in 2016.

This positive profit alert announcement is only based on the information currently available to the Group and a preliminary assessment by the management of the Company of the consolidated management accounts of the Group for the nine months ended 30 September 2017, 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 nine months ended 30 September 2017, which is expected to be published in 27 October 2017.

The Board wishes to inform the Shareholders and potential investors that, the above mentioned increase in the net profit does not represent any increase in the annual results of the Group, for the annual consolidated results of the Group, please refer to the relevant announcement(s) to be published by the Company from time to time .

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

20 October 2017

As at the date of this announcement, the executive directors of the Company are Mr. Li Jianwen, Mr. Shang Yongtian, 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*