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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities.

In connection with the Share Offer, DBS Asia as stabilizing manager, its affiliates or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or maintaining the market price of the H Shares for a limited period after the issue date at a level higher than that which might otherwise prevail. Such transactions may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements. However, there is no obligation on DBS Asia, their affiliates or any person acting for them to do this. Such stabilization, if commenced, will be conducted at the absolute discretion of DBS Asia, any of their respective affiliates or any person acting for them and may be discontinued at any time, and must be brought to an end after a limited period.

The number of H Shares being offered in the Share Offer may be increased by up to an aggregate of 19,800,000 additional H Shares through the exercise of the Over-allotment Option expected to be granted to DBS Asia, by the Company and the Selling Shareholder subject to and upon the execution of the Underwriting Agreement and is exercisable by DBS Asia to cover over-allocations in the Share Offer up to 30 days from the last day for the lodging of applications under the Public Offer. In the event that the Over-allotment Option is exercised, a press announcement will be made on the GEM website at www.hkgem.com.

Unless otherwise defined, terms used in this announcement shall have the same respective meanings as those defined in the prospectus of Beijing Jingkelong Company Limited (the "Company") dated 12 September 2006 (the "Prospectus").



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)

**LISTING ON THE GROWTH ENTERPRISE MARKET
OF THE STOCK EXCHANGE OF HONG KONG LIMITED
BY WAY OF PLACING AND PUBLIC OFFER OF H SHARES**

Number of Offer Shares	: 132,000,000 H Shares, comprising 120,000,000 new H Shares and 12,000,000 Sale H Shares (subject to the Over-allotment Option)
Number of Placing Shares	: 118,800,000 H Shares, comprising 106,800,000 new H Shares and 12,000,000 Sale H Shares (subject to the Over-allotment Option and re-allocation)
Number of Public Offer Shares	: 13,200,000 new H Shares (subject to re-allocation)
Offer Price	: Not more than HK\$4.50 and expected to be not less than HK\$3.90 for each Offer Share, payable in full upon application and subject to refund
Nominal value	: RMB1.00 per Share
Stock code	: 8245

Global Coordinator, Bookrunner, Lead Manager and Sponsor



Application has been made to the GEM Listing Committee for the granting of the listing of, and permission to deal in, the H Shares of RMB1.00 each (the “H Shares”) in the share capital of the Company in issue and to be issued as described in the Prospectus and the application forms. Dealings in the H Shares on GEM are expected to commence at 9:30 a.m. on Monday, 25 September 2006. Subject to the granting of the listing of, and permission to deal in, the H Shares on GEM by the Stock Exchange as well as compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange on any trading day is required to take place in CCASS on the second trading day thereafter. All activities under CCASS are subject to the General Rules of CCASS and the CCASS Operational Procedures in effect from time to time.

The Share Offer comprises the Placing of initially 118,800,000 H Shares, representing 90% of the total number of the Offer Shares (excluding any H Shares to be offered pursuant to the Over-allotment Option), to certain professional, institutional and other investors, subject to reallocation, and the Public Offer of initially 13,200,000 H Shares, representing 10% of the total number of the Offer Shares (excluding any H Shares to be offered pursuant to the Over-allotment Option), to the public in Hong Kong, subject to reallocation.

The Offer Price is expected to be fixed by agreement between the Global Coordinator and the Company on the Price Determination Date. The Price Determination Date is expected to be on Saturday, 16 September 2006 or such other date may be agreed between the parties, but in any event, not later than Thursday, 21 September 2006. The Offer Price per H Share will be not more than HK\$4.50 and is expected to be not less than HK\$3.90. Applicants for the Public Offer Shares are required to pay, upon application and subject to refund, the indicative maximum Offer Price of HK\$4.50 per H Share, together with 1% brokerage, 0.005% SFC transaction levy and 0.005% Stock Exchange trading fee.

The Global Coordinator may with the consent of the Company reduce the indicative Offer Price range below that stated in this prospectus at any time prior to the morning on the day the Application Lists close. In such a case, a notice of reduction of the indicative Offer Price range will be published on the GEM website at www.hkgem.com not later than the day on which the Application Lists close. If, for whatever reason, the Global Coordinator and the Company are not able to agree on the Offer Price by the Price Determination Date, the Share Offer will not proceed and will lapse. Further details are set out in the section headed “Structure and Conditions of the Share Offer” and “How to Apply for the Public Offer Shares” in the Prospectus.

The total number of H Shares available under the Public Offer is to be divided into two pools for allocation purposes (subject to any adjustment in the number of Public Offer Shares allocated between the Placing and the Public Offer): 6,600,000 H Shares for pool A and 6,600,000 H Shares for pool B. The H Shares in pool A will be allocated on an equitable basis only to applicants who have validly applied for H Shares with an aggregate subscription price of HK\$5 million or less (excluding the brokerage fee, SFC transaction levy and Stock Exchange trading fee payable). The H

Shares in pool B will be allocated on an equitable basis only to applicants who have validly applied for our H Shares with an aggregate subscription price of more than HK\$5 million (excluding the brokerage fee, SFC transaction levy and Stock Exchange trading fee payable) and up to the total initial value of pool B. Investors should be aware that applications in pool A and applications in pool B may receive different allocation ratios. If H Shares in one (but not both) of the pools are undersubscribed, the unsubscribed H Shares will be transferred to the other pool to satisfy demand in that pool and be allocated accordingly. You can only receive an allocation of H Shares from either pool A or pool B but not from both pools. Multiple or suspected multiple applications and any application for more than 6,600,000 Public Offer Shares in pool A or 6,600,000 Public Offer Shares in pool B will be rejected and only one application on a **WHITE** or **YELLOW** application form or by way of giving **ELECTRONIC APPLICATION INSTRUCTIONS** to HKSCC may be made for the benefit of any person. Applicants for Public Offer Shares are required to undertake and confirm that they or the relevant beneficial owner(s) have not taken up any Placing Shares under the Placing nor otherwise participated in the Placing. Applications where cheques or banker's cashier orders are dishonoured upon first presentation are liable to be rejected.

Acceptance of all applications for H Shares pursuant to the Public Offer is subject to the conditions stated in the paragraph headed "Conditions of the Share Offer" in the section headed "Structure and Conditions of the Share Offer" in the Prospectus. The consummation of each of the Public Offer and the Placing is conditional upon, among other things, the other offering becoming unconditional and not having been terminated in accordance with its terms. If the conditions are not fulfilled or waived prior to the times and dates specified, the Share Offer will lapse and the Stock Exchange will be notified immediately. We will publish notice of the lapse of the Share Offer on the GEM website at www.hkgem.com on the next day following such lapse. In such eventuality, all application monies will be returned, without interest, on the terms set out in the section headed "How to Apply for the Public Offer Shares." In the meantime, all application monies will be held in (a) separate bank account(s) with the receiving banker or other licensed bank(s) in Hong Kong licensed under the Banking Ordinance (Chapter 155 of the Laws of Hong Kong) (as amended).

H Share certificates for the Offer Shares will only become valid certificates of title at 8:00 a.m. on Monday, 25 September 2006 provided that (i) the Share Offer has become unconditional in all respects and (ii) the right of termination as described in the section headed "Underwriting Arrangements for the Share Offer – Underwriting Arrangements and Expenses – Grounds for Termination" has not been exercised.

You may apply for the Public Offer Shares by either using a **WHITE** or **YELLOW** Application Form or giving **ELECTRONIC APPLICATION INSTRUCTIONS** to HKSCC to cause HKSCC Nominees Limited ("HKSCC Nominees") to apply for the Public Offer Shares on your behalf. Except where you are a nominee and provide the required information in the application, you may not make more than one application (whether individually or jointly) by applying on a **WHITE** or **YELLOW** Application Form or by giving **ELECTRONIC APPLICATION INSTRUCTIONS** to HKSCC.

You may use a **WHITE** Application Form if you want the Public Offer Shares to be issued in your own name. You may use a **YELLOW** Application Form if you want the Public Offer Shares to be issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to your CCASS Investor Participant stock account or your designated CCASS Participant's stock account.

Copies of the Prospectus, together with the **WHITE** application forms, may be obtained during normal business hours from 9:00 a.m. on Tuesday, 12 September 2006 until 12:00 noon on Friday 15 September 2006 from:

1. any participant of The Stock Exchange of Hong Kong Limited;

or

2. any of the following addresses of the Public Offer Underwriters:

DBS Asia Capital Limited	22nd Floor, The Centre, 99 Queen's Road Central, Hong Kong
CITIC Securities Corporate Finance (HK) Limited	26th Floor, CITIC Tower, 1 Tim Mei Avenuem, Central, Hong Kong
BCOM Securities Company Limited	3rd Floor, Far East Consortium Building, 121 Dex Voeux Road Central, Hong Kong
CCB International Capital Limited	Suites 2815-21, 28th Floor, Two Pacific Place, 88 Queensway, Admiralty, Hong Kong
CIMB-GK Securities (HK) Limited	25th Floor, Central Tower, 28 Queen's Road Central, Hong Kong
First Shanghai Securities Limited	19th Floor, Wing On House, 71 Des Voeux Road Central, Hong Kong
Quam Securities Company Limited	Room 3208, Gloucester Tower, The Landmark, 11 Pedder Street, Central, Hong Kong

or

4. any of the following branches of **Standard Chartered Bank (Hong Kong) Limited**:

Hong Kong Island

Des Voeux Road Branch **Standard Chartered Bank Building, 4-4A, Des Voeux Road Central, Central**

88 Des Voeux Road Branch **88 Des Voeux Road Central, Central**

Hennessy Road Branch **399 Hennessy Road, Wanchai**

Leighton Centre Branch **Shop 12-16, UG/F, Leighton Centre, 77 Leighton Road, Causeway Bay**

Quarry Bay Branch **G/F, Westlands Gardens, 1027 King's Road, Quarry Bay**

Kowloon

Tsimshatsui Branch **G/F, 10 Granville Road, Tsimshatsui**

Cheung Sha Wan Branch **828 Cheung Sha Wan Road, Cheung Sha Wan**

Kwun Tong Branch **88-90 Fu Yan Street, Kwun Tong**

Yaumati Branch **546-550 Nathan Road, Yaumati**

San Po Kong Branch **Shop A, G/F, Perfect Industrial Building, 31 Tai Yau Street, San Po Kong**

New Territories

Shatin Centre Branch **Shop 32C, Level 3, Shatin Shopping Arcade, Shatin Centre, 2-16 Wang Pok Street, Shatin**

Copies of the **YELLOW** application forms, together with copies of the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Tuesday, 12 September 2006 until 12:00 noon on Friday, 15 September 2006 at:

- (i) the Depository Counter of HKSCC at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong; or
- (ii) the Customer Service Centre of HKSCC at Upper Ground Floor, V-Heun Building, 128-140 Queen's Road Central, Hong Kong; or
- (iii) your broker who may have the application forms available.

Only completed and signed **WHITE** and **YELLOW** application forms (to which cheques or banker's cashier orders should be securely stapled) should be deposited in the special collection boxes provided at any one of the branches of DBS Bank (Hong Kong) Limited and Standard Chartered Bank (Hong Kong) Limited referred to above on the following dates during the following times:

Tuesday, 12 September 2006	—	9:00 a.m. to 4:00 p.m.
Wednesday, 13 September 2006	—	9:00 a.m. to 4:00 p.m.
Thursday, 14 September 2006	—	9:00 a.m. to 4:00 p.m.
Friday, 15 September 2006	—	9:00 a.m. to 12:00 noon

The application lists of the Public Offer will be opened from 11:45 a.m. to 12:00 noon on Friday, 15 September 2006.

APPLICATIONS BY GIVING ELECTRONIC APPLICATION INSTRUCTIONS TO HKSCC

CCASS Participants may give **Electronic Application Instructions** to HKSCC to apply for the Public Offer Shares and to arrange payment of the monies due on application and payment of refunds. This will be in accordance with their participant agreements with HKSCC and the General Rules of CCASS and the CCASS Operational Procedures.

Investors can apply for Public Offer Shares by giving **Electronic Application Instructions** to HKSCC as follows:

If you are a CCASS Investor Participant, you may give **Electronic Application Instructions** through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System (<https://ip.ccass.com>) (using the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time).

HKSCC can also input **Electronic Application Instructions** for you if you go to:

Hong Kong Securities Clearing Company Limited
Customer Service Center
Upper Ground Floor
V-Heun Building
128-140 Queen's Road Central
Hong Kong

and complete an input request form. Prospectuses are available for collection from the above address.

Those who are not CCASS Investor Participants can instruct their brokers or custodians who are CCASS Broker Participants or CCASS Custodian Participants to give **Electronic Application Instructions** to HKSCC via CCASS terminals to apply for Public Offer Shares on their behalf.

CCASS Broker/Custodian Participants can input **Electronic Application Instructions** at the following times on the following dates:

Tuesday, 12 September 2006	—	9:00 a.m. to 8:30 p.m. (1)
Wednesday, 13 September 2006	—	8:00 a.m. to 8:30 p.m. (1)
Thursday, 14 September 2006	—	8:00 a.m. to 8:30 p.m. (1)
Friday, 15 September 2006	—	8:00 a.m. to 12:00 noon

(1) *These times are subject to changes as HKSCC may determine from time to time with prior notification to CCASS Broker/Custodian Participants.*

CCASS Investor Participants can input **Electronic Application Instructions** from 9:00 a.m. on Tuesday, 12 September 2006 until 12:00 noon on Friday, 15 September 2006. (24 hours daily, except the last application day).

To ensure that CCASS Investor Participants can give their **Electronic Application Instructions** to HKSCC through the CCASS Phone System or the CCASS Internet System, CCASS Investor Participants are advised not to wait until the last minute to input their **Electronic Application Instructions** to the systems. In the event that CCASS Investor Participants have problems connecting to the CCASS Phone System or the CCASS Internet System to submit their **Electronic Application Instructions**, they should either: (i) submit a **WHITE** or **YELLOW** Application Form; or (ii) go to HKSCC's Customer Service Center to complete an input request form for **Electronic Application Instructions** before 12:00 noon on Friday, 15 September 2006.

The basis of allotment, the results of applications and the Hong Kong Identity Card/ passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering is expected to be published on Friday, 22 September 2006 on the GEM website at www.hkgem.com.

If you do not receive any Public Offer Shares for any reason, we will refund your application monies, including brokerage fee of 1%, SFC transaction levy of 0.005% and Stock Exchange trading fee of 0.005%. No interest will be paid thereon. All interest accrued on such monies prior to the date of dispatch of refund checks will be retained for our benefit. If your application is accepted only in part, or if the Offer Price is less than HK\$4.50, your application monies will be refunded as appropriate.

Refund cheques will be issued for applications via White and Yellow Forms in respect of wholly or partially unsuccessful applications and also in respect of successful applications in the event that the Offer Price is less than the price per H Share payable on application. Applicants for 1,000,000 Public Offer Shares or more and who have indicated in their Application Forms that they wish to collect refund cheques and H Share certificates (as relevant) personally from the H Share registrar may collect refund cheques (where applicable) and share certificate(s) (where applicable) from Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong from 9:00 a.m. to 1:00 p.m. on Friday, 22 September 2006 or any other date notified by the Company on the GEM website at www.hkgem.com as the date of dispatch of share certificates/refund cheques. Individual applicants who opt for personal collection must not authorize any other person to make their collection on their behalf. Applicants being corporations which opt for personal collection must attend by their authorized representatives, each bearing a letter of authorization from such corporation stamped with the corporation's chop. Both individuals and authorized representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to Computershare Hong Kong Investor Services Limited. Uncollected share certificates and refund cheques will be dispatched by ordinary post at your own risk to the addresses specified in the relevant Application Forms promptly thereafter. Further information is set out in the section headed "How to Apply for the Public Offer Shares." Part of your Hong Kong identity card number/passport number, or, if you are joint applicants, part of the Hong Kong identity card number/ passport number of the first-named applicant, provided by the applicant(s) may be printed on the refund cheque, if any. Such data would also be transferred to a third-party for refund purposes. The banker may require verification of your Hong Kong identity card number/ passport number before encashment of the refund cheque. Inaccurate completion of your Hong Kong identity card number/passport number may lead to delay in the encashment of or may invalidate the refund cheque.

If you apply for Public Offer Shares using a **YELLOW** Application Form or by giving **Electronic Application Instructions** to HKSCC and your application is wholly or partially successful, your H Share certificate(s) will be issued in the name of HKSCC Nominees and deposited into CCASS for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant giving **Electronic Application Instructions** on your behalf or as instructed by you in your Application Form at the close of business on Friday, 22 September 2006, or under contingent situation, on any other date as shall be determined by HKSCC or HKSCC Nominees. If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant), you can check the number of Public Offer Shares allocated to you (and the amount of refund money payable to you if you have instructed a CCASS Broker/Custodian Participant to give **Electronic Application Instructions** on your behalf) with that CCASS Participant. We expect to publish the

results of the Public Offer on Friday, 22 September 2006 on the GEM website at www.hkgem.com. You should check the announcement we publish and report any discrepancies to HKSCC before 5:00 p.m. on Friday, 22 September 2006 or such other date as shall be determined by HKSCC or HKSCC Nominees. Immediately after the credit of the Public Offer Shares to your stock account, CCASS Investor Participants can check your new account balance via the CCASS Phone System and the CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC will also make available to you an activity statement showing the number of Public Offer Shares credited to your stock account and (if you are applying by giving **Electronic Application Instructions** to HKSCC) the amount of refund money credited to your designated bank account.

Dealings in our H Shares on the Stock Exchange are expected to commence on Monday, 25 September 2006. The H Shares will be traded in board lots of 1,000 H Shares each. The stock code of the H Shares is 8245.

By order of the Board of
Beijing Jingkelong Company Limited
Wei Tingzhan
Chairman

Hong Kong, Tuesday, 12 September 2006

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

As at the date of this announcement, the executive directors of the Company (the "Directors") are Wei Tingzhan, Li Jianwen, Li Chunyan, Liu Yuejin; non-executive Directors are Gu Hanlin and Li Shunxiang; and independent non-executive Directors are Fang Faming, Huang Jiangming, Chung Chi Kong.

** for identification purposes only*

A copy of the Prospectus will remain on the GEM Website and, in the case of this announcement, on the "New Listing Announcement" page for at least 7 days from the date of its publication.