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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 six months ended 30 June 2023, the unaudited net loss attributable to the shareholders of the parent company for the six months ended 30 June 2023 is expected to amount to between approximately RMB40,000,000 to RMB50,000,000, as compared to the unaudited net loss attributable to the shareholders of the parent company of RMB10,723,750 for the six months ended 30 June 2022 (after adjustment as a result of the implementation of the interpretation guidance under certain applicable accounting standard for business enterprises of the PRC (which became effective on 1 January 2023); the unaudited net loss attributable to the shareholders of the parent company for the six months ended 30 June 2022 as disclosed in the 2022 Interim Results Announcement was RMB14,398,632).

**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, 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 six months ended 30 June 2023, the unaudited net loss attributable to the shareholders of the parent company for the six months ended 30 June 2023 is expected to amount to between approximately RMB40,000,000 to RMB50,000,000, as compared to the unaudited net loss attributable to the shareholders of the parent company of RMB10,723,750 for the six months ended 30 June 2022 (after adjustment according to the relevant provisions of the Interpretation No. 16 of the Accounting Standards for Business Enterprises (CaiKuai [2022] No. 31) issued on 30 November 2022 by the Ministry of Finance of the People’s Republic of China (the “**PRC**”) (which has been implemented from 1 January 2023), further details of which will be set out in the interim results announcement of the Company for the six months ended 30 June 2023, which is expected to be published on 24 August 2023; for reference only, the unaudited net loss attributable to the shareholders of the parent company for the six months ended 30 June 2022 as disclosed in the interim results announcement of the Company for the six months ended 30 June 2022 dated 25 August 2022 (“**2022 Interim Results Announcement**”) was RMB14,398,632).

The Board considers that such increase in the net loss attributable to the shareholders of the parent company is mainly due to: (i) consumers generally made purchases and stocked up and maintained larger amount of daily necessities as reserves and reduced the frequency of dining out for the six months ended 30 June 2022 due to the impact of the COVID-19 pandemic, which led to the growth in sales for the supermarket business, whereas during the six months ended 30 June 2023, as domestic social and economic activities began to return to normalcy (including the recovery of consumption in the catering industry), it brought about a decline in customer flow in the stores of the Group, resulting in a decline in store sales compared with the corresponding period in 2022 and a decline in orders for goods such as grain, oil and seasoning products in the Group’s upstream wholesale business (which also supplies our supermarkets); (ii) since the beginning of 2022, 5 directly-operated supermarkets

and 18 directly-operated convenience stores have been closed due to lease expiry or adjustment of our business strategy, resulting in a decrease in retail sales; and (iii) sales of wine decreased as compared with the corresponding period in 2022 due to a contraction in supply and lower market prices of wines.

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 the six months ended 30 June 2023 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 six months ended 30 June 2023 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 interim results of the Group for the six months ended 30 June 2023, which is expected to be published on 24 August 2023.

**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 August 2023

*As at the date of this announcement, the executive directors of the Company are Mr. Zhang Liwei, Ms. Wang Hong, Ms. Li Chunyan and Mr. Li Shenlin; the non-executive directors are Mr. Li Jianwen and Ms. Zhang Yan; and the independent non-executive directors are Mr. Wang Liping and Mr. Chen Liping.*

*\* For identification purposes only*