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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 year ended 31 December 2021, the net loss attributable to the shareholders of the parent company for the year ended 31 December 2021 is expected to amount to between approximately RMB20,000,000 to RMB25,000,000 as compared to the audited net profit attributable to the shareholders of the parent company of RMB56,304,000 for the year ended 31 December 2020.

**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 year ended 31 December 2021 (“**FY2021**”), the net loss attributable to the shareholders of the parent company for FY2021 is expected to amount to between approximately RMB20,000,000 to RMB25,000,000, as compared to the audited net profit attributable to the shareholders of the parent company of RMB56,304,000 for the year ended 31 December 2020 (“**FY2020**”). The Board considers that such loss is mainly due to: (i) a decrease in in-store customer flow due to the changing and evolving COVID-19 pandemic situations, and the increasing competition from the online sales channels to the Group’s offline in-store sales; and (ii) the decrease in the fair value of the financial assets which have been held by the Company’s non-wholly subsidiary since April 2018, in the amount of approximately RMB25,500,000 for FY2021 due to the mark-to-market effect. For details of the said financial assets, please refer to note 8 to the Group’s consolidated financial statements for FY2020 contained in the Company’s annual report for FY2020 published on 21 April 2021.

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 FY2021 by the Company’s management and has not been reviewed or reviewed by the Company’s auditors. The Board wishes to emphasise that the consolidated annual results of the Group for FY2021 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 results of the Group for FY2021, which is expected to be published on 30 March 2022.

**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  
14 March 2022

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