



QKL Stores Inc.

庆客隆超级市场

QKL Stores, Inc.

Based in Daqing, China, QKL Stores Inc. is a leading regional supermarket chain company operating in Northeast China. QKL Stores sells a broad selection of merchandise, including groceries, fresh food, and non-food items, through its retail hypermarkets, supermarkets, hypermarkets and department stores; the company also has its own distribution centers that service its supermarkets.

Headquarters

No.1 Nanreyuan Street,
Dongfeng Xincun, Daqing,
People's Republic of China
163311

www.qklstoresinc.com

Investor Relations Contact

QKL Stores, Inc.
Mike Li
+86-45-9460-7987
mike.li@qkl.cn

ICR, Inc.
Bill Zima, Managing Director
+1-203-682-8233
bill.zima@icrinc.com

QKLS Investor Relations
Department
+1-646-308-1213



Investment Highlights:

Growing purchasing power in China.

Economic growth in China has led to greater levels of personal disposable income and increased spending among China's expanding consumer base. China's economic prosperity and rise of its middle class represents a very large and growing market opportunity. According to the Economist Intelligence Unit (EIU), private consumption has grown at a 9% compound annual growth rate over the last decade.

Attractive and large supermarket industry.

China's supermarket industry is regarded as a relatively-new retail opportunity. According to the China Chain Store & Franchising Association, with strong overall GDP growth and consumer income, the supermarket industry in China is expected to grow at a strong rate in the coming years. By 2020, it is projected that the supermarket industry will become China's leading retail category.

Dominant regional supermarket player in Northeast China.

With 130 million people, a rapidly growing economy, and 100-200 small/medium sized cities, QKLS is becoming the dominant player in the region. Already the largest regional supermarket chain, the company's high quality offerings and well established distribution network allows it to differentiate itself from its competitors and strengthen its brand identity in the market.

Consistently strong store performance with aggressive plans for expansion.

As of September 30th 2011, QKL Stores had 53 store locations (33 supermarkets, 16 hypermarkets and 4 department stores). The Company expects that approximately 60% of the new stores opened going forward will be hypermarkets, which carry more volume and generate higher margin on average. QKLS's long term goal is to open more than 200 stores, including supermarkets, hypermarkets and department stores, over the next four to five years.

Experienced management team.

The Company's senior management team has extensive business and industry experience. The CEO is the founder of the company, the COO has over ten years of retail experience in China and the CFO has years of CPA experience in international companies.

Clear growth strategy.

The Company intends to grow aggressively into small and mid-tier markets in Northeast China while achieving higher margins than the competition driven by direct-from-manufacturer purchases, self-prepared food sales, private label products, and IGA-related initiatives.

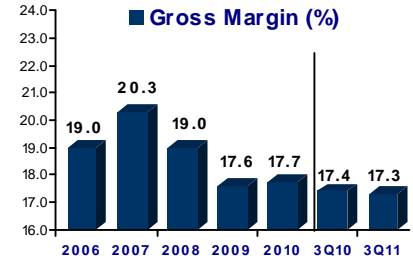
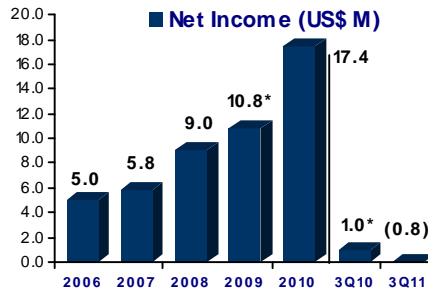
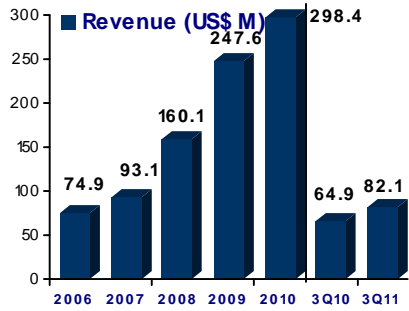
Key competitive advantages:

- Established distribution channels and supplier relationships
- Access to capital
- Higher margins than competitors
- Successful history of entering small/medium markets and dominating competitors

Stock Quote

| Ticker | Nasdaq: QKLS | Fiscal Year End | Dec. 31st |
|--------------------------------------|--------------|-------------------------------|-------------|
| Current Price (11/14/2011) | \$1.01 | 52-Week Range | \$0.85-5.88 |
| Shares Outstanding (as of 9/30/2011) | 31.3 M | Market Cap (as of 11/14/2011) | \$ 31.7 M |
| Cash (as of 9/30/2011) | \$28.0 M | 3Q11 Revenue | \$82.1 M |
| 3Q11 Net Loss | \$(0.8) M | 3Q11EPS | \$(0.03) |

Recent Financial Results



*Excludes a one-time \$35.5 M charge related to a change in the fair value of warrants.

Business Overview

As of September 30th, 2011, The Company currently operates 33 supermarkets, 16 hypermarkets and 4 department stores, for a total of 296,600 square feet of store space.

Supermarkets

- Product categories: Grocery, Fresh Food, and Non-food.
- Average size (gross area): 48,437 square feet
- Average annual sales: \$245/sq ft
- Strong same-store year-over-year sales

Hypermarkets

- Product categories: Grocery, Fresh Food, and Non-food.
- Average size (gross area): 96,875 square feet
- Average annual sales \$326/sq ft

Department Stores

- Average size (gross area): 94,700 square feet
- Average annual sales per store is 4.3% of the company's total revenue
- Operates on a concession and rental basis
- Sells items such as clothing, accessories, cosmetics, small electronics, books, home furnishings, etc., and houses a movie theater and beauty salon

Management Team:

Mr. Zhuangyi Wang

Chairman & CEO

- Founder and Chairman, CEO since inception in 1998
- Received his bachelor's degree from Heilongjiang Radio & TV University, and his EMBA in Tsinghua University

Ms. Xishuang Fan, CPA

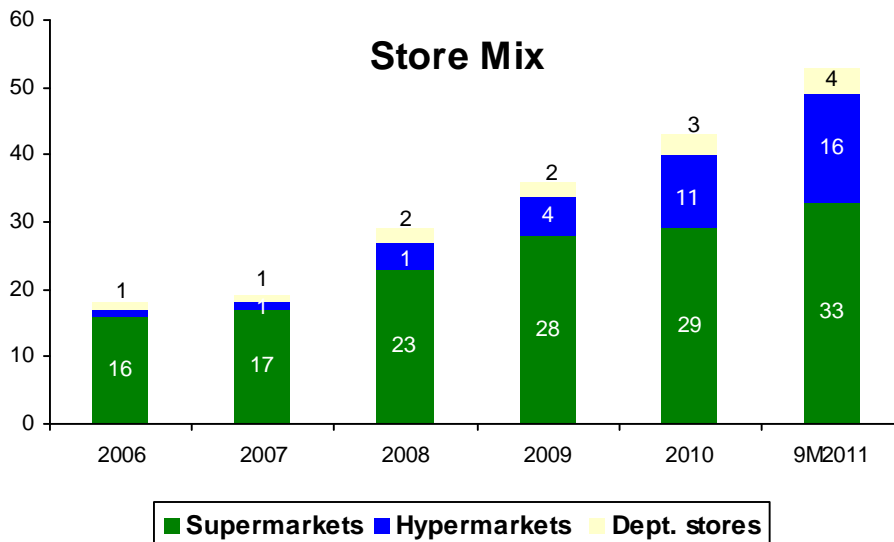
Chief Operating Officer

- Over ten years of retail experience in China
- Previously worked as a Finance Director as well as in the security and audit departments
- Received her bachelor degree in Finance from Jilin Agriculture University

Ms. Tsz-Kit (Jerry) Chan

Chief Financial Officer

- Over ten years of experience in the field of accounting and finance, including a partner in a Hong Kong CPA firm, Albert Wong & Co,
- A member of the American Institute of Certified Public Accountants (AICPA), and holds an active license in the Colorado State Board of Accountancy
- B.A. in Accountancy from the Hong Kong Polytechnic University, MBA from the Chinese University of Hong Kong



Certain statements in this release and other written or oral statements made by or on behalf of the Company are "forward looking statements" within the meaning of the federal securities laws. Statements regarding future events and developments and our future performance, as well as management's expectations, beliefs, plans, estimates or projections relating to the future, are forward-looking statements within the meaning of these laws. The forward looking statements are subject to a number of risks and uncertainties including market acceptance of the Company's services and projects and the Company's continued access to capital and other risks and uncertainties. The actual results the Company achieves may differ materially from those contemplated by any forward-looking statements due to such risks and uncertainties. These statements are based on our current expectations and speak only as of the date of such statements.