

# 2003 Significant Events



## January - March

- Full-scale launch of “Fortune” Vitamin A Cooking Oil
- Unveiled a new unified logo to celebrate the 20th anniversary of COFCO’s “Great Wall” wine
- “Great Wall” wine appointed the exclusive wine for the premiere of the major hit film, “Heros”
- Established COFCO Great Wall Technical Committee
- The Group acquired the remaining 50% interest in China Great Wall Wine Co., Ltd.. on 19 March

## April-June

- Announced 2002 annual results
- China State Economic and Trade Commission abolished the 50% grape wine regulation so that only drinks containing 100% grape juice can qualify as grape wine in China, same as the international standard
- SARS epidemic adversely affected the sales of “Fortune” cooking oil, “Great Wall” wine and “Le Conte” chocolate

## July- September

- Sales of “Fortune” cooking oil, “Great Wall” wine and “Le Conte” chocolate started to recover in the aftermath of SARS
- Announced 2003 interim results and organized investor luncheon and a number of one-on-one investor meetings
- The Group acquired the remaining 14% interest in Shenzhen Le Conte Foodstuff Co., Ltd. (“Shenzhen Le Conte”) from COFCO (HK) Limited, the controlling shareholder of the Company, on 9 September



- COFCO (HK) Limited exercised in full the conversion rights attached to the convertible notes, increasing its shareholding from 66.27% to 68.96%
- Full-scale launch of "Fortune's" Cereal Cooking Oil (cooking oil composed of maize, wheat, rice grain and soybeans)
- The Research Center of Great Wall Wine Institute, jointly established by COFCO and China Agriculture University, opened in Hubei's Huaxia Winery Co., Ltd.

#### October- December

- Management conducted international roadshows in US and Europe
- Full-scale launch of "Fortune" Vitamin A Groundnut Oil
- "Great Wall" wine appointed the exclusive wine for the Fourth Golden Disc music awards and the 2003 International Fashion week, both of which took place in China

- "Great Wall" wine sponsored year-end premiere of "Mobile Phone", a movie which was hugely popular in China
- Shenzhen Le Conte launched a new series of products under the name "Enchante". The first offering is a chocolate wafer with hazelnut syrup filling.
- Shenzhen Le Conte completed two new production lines (one for wafer sticks and the other for puffed cereal), for a total of nine production lines