

一、青啤公司全国市场布局

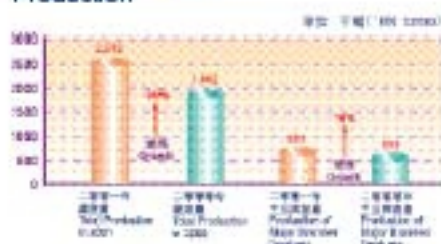
Positioning of Tsingtao in the national market



中国最大的啤酒生产企业，拥有覆盖全国市场的销售网络。目前在全国17个省市已拥有46间啤酒生产厂，总产能达380万吨。  
As the largest beer producer in the PRC, the Company has a sales network that covers the whole country, and 46 brewery plants all over 17 provinces and cities with a total capacity of 3,800,000 tonnes.

二、青啤公司产量情况

Production



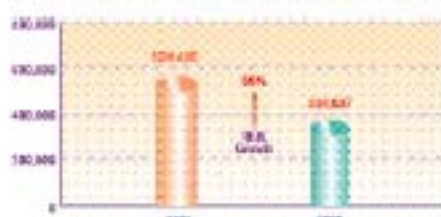
三、2001年分地区啤酒产量(千吨)

Beer Production in Different Regions in 2001 ('000 Tonnes)

		2001	2000	同比增长
青岛	Qingdao	486	482	0.8%
山东	Shandong	573	450	27%
(不含青岛)	(excluding Qingdao)			
华北地区	Northern China	643	517	24%
华南地区	Southern China	810	413	96%
合计	Total	2512	1862	35%

四、经营活动产生现金流量净额(人民币千元)

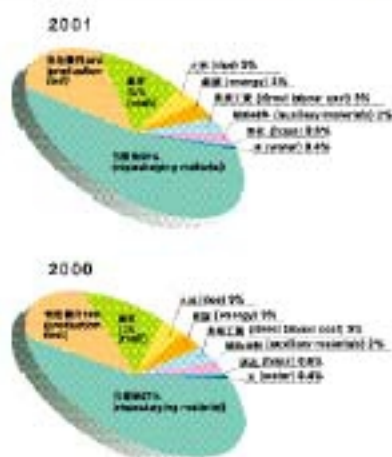
Net cashflow from operating activities(RMB'000)



按照中国会计准则计算  
Calculation based on the PRC accounting principles.

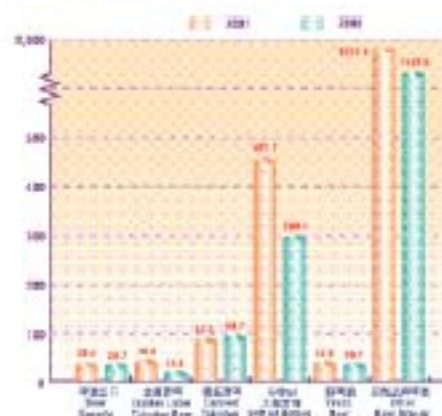
五、青岛啤酒生产成本结构(%)

Production cost structure of Tsingtao beer (%)



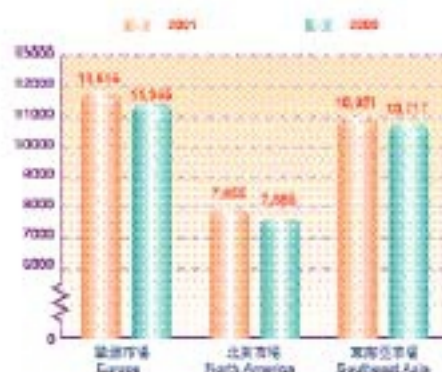
六、产品结构情况(千吨)

Product Mix ('000)



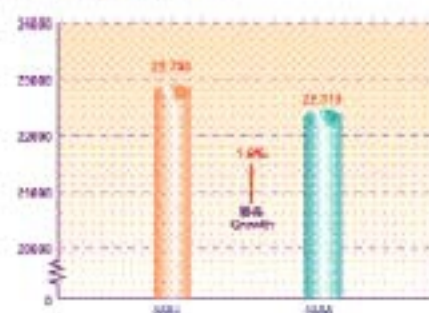
七、青岛啤酒国际市场销售情况(吨)

Exports Sales by Markets of Tsingtao Beer



## 八、国内啤酒市场情况(千吨)

### China Beer Market



## 九、2001年国内啤酒行业的发展状况

### Development of the beer industry in the PRC in Year 2001

- 国内啤酒市场供大于求，下降严重。由上半年的增长4.6%降为下半年的负增长0.6%

Supply in excess of demand in the PRC beer market, resulting in a dramatic decrease from growth of 4.6% in the first half year to a negative growth of 0.6% in the second half of the year.

- 大企业集团的收购兼并改变了啤酒行业的竞争格局，华润啤酒等异军突起

Competition pattern in the beer industry changed as a result of mergers and acquisitions by major breweries, with the growing popularity of the CRC Beer.

- 区域性重点市场竞争呈白热化，价格战成为竞争的主要手段

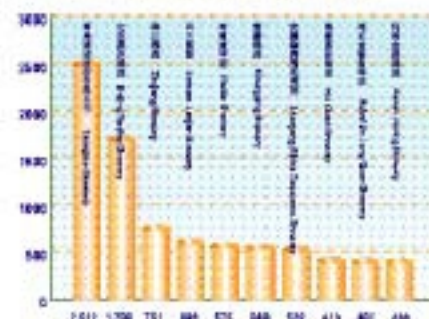
Competition intensified in major regional markets, with price cuts as the main way to compete.

- 大企业集团产销量继续增长，但市场投入加大

Sales of major breweries maintaining growth and yet increased market investment required.

## 十、国内十大啤酒生产商情况(千吨)

### PRC Top Ten Breweries by Output



资料来源：中国轻工业联合会信息中心

Source: China national information center of light industry

## 十一、2001年青啤公司主要经营措施

### major business initiatives of Tsingtao Brewery in Year 2001

- 积极开拓国内市场，保持了市场份额的提升和积极的现金流表现  
Market share widened and cashflow enhanced under active domestic market penetration.

继续完善市场布局，购并了安徽宿迁、福建福州、江苏太仓、湖北随州、天门、广西南宁万泰等啤酒厂

Continued with optimized market positioning by mergers and acquisitions of the following brewery plants, namely Suqian of Anhui; Taicang of Jiangsu; Suzhou of Hubei; Tianmen; Wantai of Nanning, Guangxi.

在全国17个省市已拥有46个啤酒生产厂，总生产能力已达380万吨，辐射国内经济发达地区

In possession of 46 brewery plants all over 17 most economically developed provinces and cities throughout the country, with a production capacity of 3,800,000

管理要实现成功过渡，保持了经营发展的连续性  
Successful change of management to maintain continuity of operations and development.

内部系统整合初见成效，产品市场竞争力不断提高  
Initial efficiency achieved in the internal system integration and the continual enhancement of the market competitiveness of products.

## 十二、2002年经营思路

### Business Initiatives to be taken in Year 2002

发展目标：建设国际化大公司，跻身世界啤酒十强，由较大做强向做强做大转变

Development objectives: to become a globally major brewery ranking among the top ten world largest beer producers, with the focus changing from being large and strong to being strong and large.

经营目标：啤酒产销量300万吨，青岛啤酒主品牌达到80万吨  
Operating objectives: beer production and sales of 3,000,000 tonnes, with the major Tsingtao Beer brands amounting to 800,000 tonnes

强化市场、品牌和销售网络整合，提升市场竞争力和可持续发展能力

Enhanced integration of the market, brandname, and sales network and upgrade of the market competitiveness and sustainable development capability.

通过资本运作，优化资源配置，以市场带动工厂，实现利润最大化  
Maximization of profit by capital operation, optimized resource allocation and market-oriented production.

推广计算机网络系统，促进企业内部改革和管理升级  
Promotion of the computer network system and internal corporate reform as well as enhanced management.

加强与国际大啤酒企业的交流与合作，推进技术进步  
Upgrade of technology by enhanced exchange and cooperation with global major beer producers.