

CORPORATE PROFILE

China Mengniu Dairy Company Limited (SEHK: 2319) and its subsidiaries (the "Group") manufacture and distribute quality dairy products in China, including Hong Kong and Macau. It has become one of the leading dairy product manufacturers in China, with **MENGNIU** as its core brand. The Group's diverse products include liquid milk products, such as UHT milk, yogurt and milk beverages, ice cream and other dairy products such as milk powder and milk tablets. In 2005, the Group operated 14 production bases with an aggregate annual production capacity of 2.78 million tons.

COMPETITIVE EDGE

Strong Brand Equity

- Innovative and sound marketing campaign to combat intensified competition
- High quality and tasty products foster strong consumer loyalty



Comprehensive Product Portfolio

- Quality products produced at strategically located production facilities
- Dedicated efforts to develop new, high value-added products to cater for different market segments



Strategic Partnership

- Close relationship with dairy farmers and milk collection centers secures stable raw milk supply
- Extensive national sales and distribution network facilitates instant grasp of ever changing market trends



Management Excellence

- Experienced and highly motivated management team
- Stringent cost control and high productivity rest on effective management systems
- Strong incentives in place to encourage outstanding staff performance and loyalty

