

MAJOR AWARDS AND ACHIEVEMENTS



According to the Chinese Enterprise Information Center of the National Bureau of Statistics of China, Mengniu's liquid milk was the **No. 1 seller** in terms of sales volume for the third consecutive year and its ice cream also for the first time **championed** the market in terms of sales volume

According to ACNielsen survey, Mengniu's liquid milk (excluding milk beverages and yogurt) was the **No. 1 seller** in terms of sales volume in China and in Hong Kong

MENGNU was named one of the **"Top Ten Influential Brands in China 2005"** by the China Enterprise Culture Improvement Association

Mengniu Suan Suan Ru marketing campaign 《酸酸甜甜就是我》 won the **"2005 China Effie Golden Award"**

Awarded as **3•15 Labelled Product** in China by the China Consumers' Association



MENGNU was named one of the **Top Ten Favorite Supermarket Brands** in Wellcome's (Hong Kong) "Vote for Your Favorite Brand Campaign"

MENGNU was elected by an online magazine Brand Channel as the **"Top 50 Brands in Asia-Pacific Region"** for the first time, and it was the only PRC dairy brand to make the ranking

Awarded the **"Enterprise with the Best Public Image Award"** in 2005 by the Enterprise Research Institute, Development Research Center of the State Council PRC



Awarded **"The Most Credible Enterprise in China"** by the China Advertising Association