

## Major Awards and Achievements

- According to the Chinese Enterprise Information Center of the National Bureau of Statistics of China, in terms of sales volume, Mengniu's **liquid milk** was the **No. 1 seller** in 2006, the fourth year in a row and its **ice cream** is also **the champion of** the market for the second consecutive year
- According to an ACNielsen survey, Mengniu's **liquid milk** (excluding milk beverages and yogurt) was the **No. 1 seller** in terms of sales volume in China and Hong Kong
- The premium milk product series, *Milk Deluxe*, won the **2006 International Dairy Federation Marketing Awards - New Product Development**. *Breakfast Milk* and *Suan Suan Ru* were nominated for the **Nutri-Marketing Award** and **Marketing Communication Award** respectively
- Product launch campaign for *Future Star* children milk, "Let's Win in the Future", won the **2006 China Effie Bronze Award**
- The **MENGNIU brand** was named:
  - **2006 Most Influential Brand** in "Sina 2006 Internet Grand Annual Review"
  - among **China's 10 Most Influential Brands in 2006** by Market News of People's Daily, etc.
  - among the **Top 25 Model Brand Enterprises** in the "China Brand List" program
  - among the **Most Competitive Brands** by the Ministry of Commerce
  - among the **Top 100 Brands in Asia-Pacific Region** by Brand Channel for the second time
  - among the **Top 500 Asian Brands in 2006** by the World Brand Laboratory
  - among the **Top 10 Favorite Brands** in Wellcome Supermarket's (Hong Kong) "Vote for Your Favorite Brand Campaign"



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- The Group was awarded the honor of:
  - **China's Most Admired Company for 2006** by Fortune magazine and Hay Group
  - the fifth among the **Top 100 Dynamic Enterprises in China 2006** organized by All-China Federation of Industry and Commerce, etc.
  - among the **Top 50 Innovative Private Enterprises in China** named by the Private Enterprises Forum
  - **Private Enterprise of the Highest Brand Value** in the China's Brand Development Report published by the Ministry of Commerce
  - **2006 Best Public Image Enterprise** presented by the Development and Research Centre of the State Council and Peking University's China Credibility Research Centre, etc.
  - **Best Employer** in the "2006 CCTV Annual Employer Survey"
  - among the **Most Respected Companies in China 2006** by the Management Research Centre of the Peking University and The Economic Observer
  - **Research and Development Base for Dairy Projects regarding Nutritional Improvement for the Public** by the Center for Public Nutrition and Development of China
- The Company was awarded the **Certificate of Excellence in Investor Relations** in the IR Magazine Awards 2006 (China) and named among the **Highly Commended Companies** for the **Best Investor Relations Officer** (non-state owned enterprises)

