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CHINA MENGNIU DAIRY COMPANY LIMITED

中國蒙牛乳業有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2319)

CLARIFICATION ANNOUNCEMENT

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance, Chapter 571 of the laws of Hong Kong (the “**SFO**”).

The board (the “**Board**”) of directors of China Mengniu Dairy Company Limited (the “**Company**”) notes that there have been recent market rumors that the Company may acquire a company listed on The Stock Exchange of Hong Kong Limited which engages in dairy farming business.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that there have been informal talks between the Company and the alleged target company regarding a possible acquisition of certain assets. The Board re-iterates that such talks are very preliminary and the Company has not made any decision regarding the alleged acquisition.

The Board is not aware of any information which must be announced to avoid a false market in the Company’s securities or of any other inside information that needs to be disclosed under Part XIVA of the SFO. This announcement is made by the order of the Company. The directors of the Company collectively and individually accept responsibility for the accuracy of this announcement.

As the alleged acquisition may or may not proceed, shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
China Mengniu Dairy Company Limited
Sun Yiping
Executive Director and Chief Executive Officer

Hong Kong, 24 April 2013

As at the date of this announcement, the Board comprises: Ms. Sun Yiping, Mr. Bai Ying, Mr. Wu Jingshui and Mr. Ding Sheng as executive directors, Mr. Ning Gaoning, Mr. Yu Xubo, Mr. Niu Gensheng, Mr. Ma Jianping, Mr. Tim Ørting Jørgensen, Mr. Finn S. Hansen and Ms. Liu Ding as non-executive directors, Mr. Jiao Shuge (alias Jiao Zhen), Mr. Julian Juul Wolhardt, Mr. Liu Fuchun, Mr. Zhang Xiaoya, Mr. Andrew Y. Yan and Mr. Wu Kwok Keung Andrew as independent non-executive directors.

** For identification purposes only*