

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**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)**

**ANNOUNCEMENT  
APPOINTMENT OF NON-EXECUTIVE DIRECTOR  
RESIGNATIONS OF EXECUTIVE AND NON-EXECUTIVE  
DIRECTORS  
CHANGE OF CHIEF FINANCIAL OFFICER**

The Board is pleased to announce that Mr. Christian Neu has been appointed as the Company's non-executive director with effect from 1 September 2013.

The Board announces that Mr. Ding Sheng and Mr. Tim Ørting Jørgensen have tendered their resignations from their positions as the Company's executive director and non-executive director respectively with effect from 1 September 2013. Mr. Ding will remain as a vice-president of the Group.

The Board also announces a change of Chief Financial Officer of the Company. Mr. Wu Jingshui, has resigned from the office of Chief Financial Officer with effect from 1 September 2013 and will remain as an executive director of the Company and a vice-president of finance of the Group. Ms. Wu Wennan has been appointed as the Company's Chief Financial Officer with effect from 1 September 2013.

**APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

The board of directors (the **Board**) of China Mengniu Dairy Company Limited (the **Company**, together with its subsidiaries, the **Group**) announces the appointment of Mr. Christian Neu (**Mr. Neu**) as the Company's non-executive director with effect from 1 September 2013. The biographical details of Mr. Neu are set out below.

## **Mr. Christian Neu**

Christian Neu, aged 57, has over 30 years of experience in the management of fast-moving consumer goods with outstanding performance particularly in sales, marketing, integrated management and international business management. Mr. Neu joined Danone SA, a multi-national corporation and global leader in food products, including fresh dairy products and other health and nutrition food products, in July 1986, where he was initially engaged in sales and marketing activities and later became the general manager of various local and regional companies of Danone SA (the **Danone Group**). Between November 2007 and January 2011, he was the president of baby nutrition division and a member of the executive committee of the Danone Group. Since February 2011, Mr. Neu has been a strategic consultant of the Danone Group. Prior to joining the Danone Group, he served in the sales departments of various international companies including Procter & Gamble, the Ferrero Group and Lindner & Fischer GmbH from 1979 to 1986. He graduated with a Bachelor's degree from Fachhochschule Saarbrücken University in Germany with a major in Sales and Marketing in 1979 and obtained a Master's degree in Marketing Management from University of St. Gallen in Switzerland in 1993.

Mr. Neu is currently a director of Yakult Honsha Co., Ltd., a company listed on the Tokyo Stock Exchange in Japan, engaging in food and beverages (probiotics drinks, yoghurt and other beverages) and pharmaceutical businesses and ARC International, a company headquartered in France which engages in the businesses of tableware, cookware and wine and dining products. Save as disclosed above, Mr. Neu has not held any directorships in other public companies the securities of which are listed on The Stock Exchange of Hong Kong Limited (the **Stock Exchange**) or any overseas stock exchange in the last three years.

Mr. Neu will enter into a letter of appointment with the Company for a term of three years commencing from 1 September 2013. His directorship is subject to retirement by rotation and re-election in accordance with the Company's articles of association. Mr. Neu is entitled to remuneration to be determined by the remuneration committee of the Board with reference to his duties and responsibilities in the Group.

As at the date of this announcement, Mr. Neu does not have any relationship with any director, senior management, substantial shareholder or controlling shareholder of the Company, and he does not have any interest in shares or underlying shares of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, Mr. Neu is not aware of any matter that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of The Rules Governing the

Listing of Securities on The Stock Exchange of Hong Kong Limited or any other matters that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warm welcome to Mr. Neu.

## **RESIGNATIONS OF EXECUTIVE AND NON-EXECUTIVE DIRECTORS**

The Board also announces that Mr. Ding Sheng (**Mr. Ding**) and Mr. Tim Ørting Jørgensen (**Mr. Jørgensen**) have tendered their resignations as an executive director and a non-executive director of the Company respectively with effect from 1 September 2013 to respectively focus on other work assignment within the Group as a result of internal reshuffling and commit to other personal developments. Mr. Ding will remain as a vice-president of the Group.

Mr. Ding and Mr. Jørgensen confirm that they have no disagreement with the Board and there is no matter relating to the resignations of Mr. Ding and Mr. Jørgensen that needs to be brought to the attention of the shareholders of the Company or the Stock Exchange.

The Board would like to express its gratitude to Mr. Ding and Mr. Jørgensen for their valuable contribution to the Company during their respective tenure of service as an executive director and a non-executive director of the Company.

## **CHANGE OF CHIEF FINANCIAL OFFICER**

The Board also announces that Mr. Wu Jingshui, an executive Director of the Company has resigned from the office of Chief Financial Officer (**CFO**) of the Company with effect from 1 September 2013 due to increasing volume and complexity in corporate finance activities of the Group and internal reshuffling within the Group. Mr. Wu will continue his service as an executive Director of the Company and a vice-president of finance of the Group. There is no matter relating to the resignation of Mr. Wu as CFO of the Company that needs to be brought to the attention of the shareholders of the Company or the Stock Exchange.

The Board would like to thank Mr. Wu for his work and valuation contribution during his term of service as CFO of the Company.

The Board further announces the appointment of Ms. Wu Wennan as the CFO of the Company with effect from 1 September 2013, who will report to the vice-president of finance of the Group. The biographical details of Ms. Wu are set out below.

Ms. Wu Wennan Bessie, aged 44, joined the Group in November 2012 as an investor relations officer and was later also appointed as the senior financial controller of the

Group, overseeing investor relations, financial management and financial disclosure functions. Before joining the Group, between 2006 to 2012, Ms. Wu worked as a vice-president of finance in Air Media Group Inc., a NASDAQ listed company, and in Unibank Media, a bank media company in the PRC. Before that, Ms. Wu was consecutively the financial controller of Dongguan Hujing Holiday Country Company Limited, a group member of Hutchison Whampoa Properties Ltd and the assistant general accountant of Shenzhen Fountain Corporation, an A-share listed company in Shenzhen. From 1994 to 1996, Ms. Wu worked as an auditor in a CPA firm in Hong Kong.

Ms. Wu graduated from University of International Business and Economics with a Bachelor of Economics in International Business Management. Ms. Wu became a member of the Association of Chartered Certified Accountants (ACCA) in 1997 and a fellow member of the ACCA in 2002.

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

Hong Kong, 2 September 2013

*As at the date of this announcement, the Board comprises: Ms. Sun Yiping, Mr. Bai Ying and Mr. Wu Jingshui as executive directors, Mr. Ning Gaoning, Mr. Yu Xubo, Mr. Niu Gensheng, Mr. Ma Jianping, Mr. Finn S. Hansen, Ms. Liu Ding and Mr. Christian Neu 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*