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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)

DATE OF BOARD MEETING

The board of directors (the “Board”) of China Mengniu Dairy Company Limited (the “Company”) announces that a meeting of the Board will be held on Wednesday, 25 March 2015 for the purposes of, among other matters, approving the announcement of the annual results of the Company and its subsidiaries for the year ended 31 December 2014 for publication and considering the payment of a final dividend, if applicable.

By order of the Board

China Mengniu Dairy Company Limited

Kwok Wai Cheong, Chris

Company Secretary

Hong Kong, 10 March 2015

As at the date of this announcement, the Board comprises: Ms. Sun Yiping and Mr. Bai Ying as executive directors, Mr. Ning Gaoning, Mr. Yu Xubo, Mr. Niu Gensheng, 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. Zhang Xiaoya, Mr. Wu Kwok Keung Andrew and Dr. Liao Jianwen as independent non-executive directors.

** For identification purpose only*