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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)**

### **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE**

This announcement is made by China Mengniu Dairy Company Limited (the “**Company**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Company and its subsidiaries (the “**Group**”).

The board of directors of the Company (the “**Board**”) is pleased to announce that on 8 April 2015, Inner Mongolia Mengniu Dairy (Group) Company Limited, a subsidiary of the Company, has entered into a strategic alliance agreement (the “**Strategic Alliance Agreement**”) with Shanghai International Theme Park Company Limited and Shanghai International Theme Park Associated Facilities Company Limited (collectively, “**Shanghai Disney Resort**”), the operator of the Shanghai Disneyland theme park.

Pursuant to the Strategic Alliance Agreement, the Group will have an integrated brand presence at a variety of locations, including an ice cream shop and ice cream carts throughout the resort area. A series of marketing campaigns will also be developed by the Group to help promote the alliance with Shanghai Disney Resort.

\* For identification purposes only

The Company believes that the strategic alliance with Shanghai Disney Resort will provide a cooperation platform between the parties to provide high quality dairy products to guests who visit the resort.

**Shareholders and potential investors of the Company are reminded to exercise caution when dealing in the securities of the Company.**

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

Hong Kong, 10 April 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.*