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AUSNUTRIA DAIRY CORPORATION LTD

澳優乳業股份有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1717)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors (the “**Board**”) of Ausnutria Dairy Corporation Ltd (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that based on the information currently available, the Group is expected to record significant year-on-year increase in net profit for each of the years ended 31 December 2012 and 31 December 2013.

The increase in the Group’s net profit of the Company for each of the years ended 31 December 2012 and 31 December 2013 was primarily due to (i) the improvement in the financial performance of Ausnutria Dairy (China) Co., Ltd., a major subsidiary of the Company, following the restructuring of its distribution network in 2010/2011; and (ii) the contribution from a series of new products under different infant formula launched in 2012 and 2013.

This announcement is made solely on the basis of the preliminary assessment made by the management of the Group with reference to information available for the time being, including the unaudited financial information of the Group for the year ended 31 December 2012 and for the eleven months ended 30 November 2013, which have not been finalised and have not been audited by the Company’s auditors. The Company is in the process of finalising the financial results of the Group for the year ended 31 December 2012 and 31 December 2013. The financial results of the Group for the years ended 31 December 2012 and 31 December 2013 will be published in the Company’s forthcoming annual results announcements for the respective years.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

At the Company's request, trading in the shares of the Company was suspended from 9:00 a.m. on 29 March 2012, and will remain suspended until further notice.

By order of the Board
Ausnutria Dairy Corporation Ltd
Yan Weibin
Chairman

Changsha City, the People's Republic of China, 8 January 2014

As at the date of this announcement, the Board comprises three executive directors, namely Mr. Yan Weibin (Chairman), Mr. Bartle van der Meer (Chief Executive Officer) and Ms. Ng Siu Hung, one non-executive Director, namely Mr. Dai Li, and three independent non-executive directors, namely Mr. Qiu Weifa, Mr. Jason Wan and Mr. Chan Yuk Tong.