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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 by the board (the “**Board**”) of directors (the “**Directors**”) of Ausnutria Dairy Corporation Ltd (the “**Company**”) and together with its subsidiaries, the “**Group**”) pursuant to Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the currently available information, it is anticipated that the Group will record profit attributable to the Shareholders in the range of RMB210.0 million to RMB219.0 million for the year ended 31 December 2016 (the “**Y2016**”), representing an increase of RMB159.4 million to RMB168.4 million, or 315.0% to 332.8%, when compared with the corresponding figure of RMB50.6 million for the year ended 31 December 2015 (the “**Y2015**”). Sales of the Group for the Y2016 is anticipated to increase by approximately 30.0% to approximately RMB2.7 billion (among which, the sales of the Group’s own-branded goat milk-based and cow milk-based infant formula products in the People’s Republic of China are anticipated to increase by approximately 47.0% to approximately RMB1.7 billion) when compared with the Y2015.

The Directors believe that the continuous improvement in the Group’s financial performance results from the continuous growth in the sales of own-branded goat milk-based and cow milk-based infant formula products, which was driven by the adjusted business strategy and the increasing market demands for the products of the Group.

The Board wishes to remind the Shareholders and potential investors that the information contained in this announcement is based on a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Y2016 and other information currently available to the Board, which have not been audited nor reviewed by the Company’s auditors. The audited financial results of the Group for the Y2016, together with the comparative figures for the Y2015, will be published in the Company’s forthcoming annual results announcement in March 2017.

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
Ausnutria Dairy Corporation Ltd
Yan Weibin
Chairman

Changsha City, the People's Republic of China, 13 February 2017

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Yan Weibin (Chairman), Mr. Lin Jung-Chin, Mr. Bartle van der Meer (Chief Executive Officer) and Ms. Ng Siu Hung; two non-executive Directors, namely Mr. Tsai Chang-Hai and Mr. Zeng Xiaojun; and three independent non-executive Directors, namely Ms. Ho Mei-Yueh, Mr. Jason Wan and Mr. Lau Chun Fai Douglas.