

To: Business Editor
[For immediate release]



AUSNUTRIA DAIRY CORPORATION LTD
澳優乳業股份有限公司

Ausnutria Announces 2011 Annual Results
Revenue Surges 22.4% to Approximately RMB629,214,000

Building Upstream Production and Procurement Capability
Continue to Capture the Growing Markets in the PRC and Other Overseas Markets

[Hong Kong, 5 December 2013] **Ausnutria Dairy Corporation Ltd** (“Ausnutria” or the “Company”, together with its subsidiaries, the “Group”; stock code: 1717), a leading paediatric milk formula company in the PRC market principally engaged in the production, distribution and sale of high-priced and premium-priced paediatric milk formula products, today announce its audited annual results for the year ended 31 December 2011.

The Group has experienced a continuous growth in revenue since 2006. For the Year 2011, the Group’s revenue amounted to approximately RMB629.2 million, representing an increase of approximately RMB115.3 million or approximately 22.4% from the year ended 31 December 2010 (as restated). The Directors do not recommend the payment of a dividend for the year ended 31 December 2011.

During the Year 2011, A-choice Series, Best-choice Series, Allnutria Series and Allnutria Organic Series, continued to be the major series of paediatric milk formula of the Group which are all imported from overseas and are designed to target consumers for premium products in the PRC. In the fourth quarter of 2011, the Kabrita Series, which is produced in the Netherlands, was first launched by the Group in the PRC. The Kabrita Series paediatric milk formula is produced in the Netherlands and is owned by the Ausnutria Hyproca Group.

For the aspect of acquisition, the Group has taken strategic moves to build its upstream production and procurement capability and to capture the growing markets in the PRC and other overseas markets by completion of the subscription and the acquisition in relation to an aggregated 51% equity interest in the Ausnutria Hyproca Group, which is principally engaged in the dairy industry with production facilities and its milk sources based in the Netherlands. The Group believes that the acquisition of Ausnutria Hyproca not only broadened and secured the Group’s long term milk supply sources but will also provide a very good platform for the globalization of the Group’s business in long term.

Mr. Yan Weibin, Chairman and Executive Director of the Group, said, “The global dairy market has continued to grow over the past few years. As one of the key components of the PRC dairy market, the paediatric milk formula market has been expanding rapidly as well. With the newly launched policies by the PRC government, the policies accelerate the

consolidation of the paediatric milk powder industry. Also, the Third Plenary Session announced the one-child policy will be relaxed, we believe the new policies will create more opportunities to our future growth. To facing the tremendous opportunities, the Group has taken strategic moves to build our upstream production and procurement capability and to capture the growing markets in the PRC and other overseas markets. Looking ahead, we will further strengthening the relationships with our customers and distributors in the PRC; continuing the strategy of upward integration; increasing the production capacity in the Netherlands; launching of goat milk based infant formula and other products; strategic alliance with the Beijing University for the joint research and development and utilizing production and distribution tracking systems, in order to cater the long term growth and demand of paediatric nutritional products. Last but not the least, the Group will continuously and proactively strengthen its corporate governance so as to establish a solid foundation for future growth and to rebuild the confidence of the Shareholders and potential investors. The Group will continue to strive for the highest returns and value to the Shareholders in the long run.”

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About Ausnutria Dairy Corporation Ltd

Ausnutria Dairy Corporation Ltd is a leading paediatric milk formula company in the PRC market. Ausnutria is principally engaged in the production, distribution and sale of high-priced and premium-priced paediatric milk formula products in the PRC market. “Allnutria” series are imported for direct resale and are leading products in the PRC premium-priced market; “A-Choice” series and “Best Choice” series are imported, sealed and packed for resale and are also in a leading position in the PRC market. In 2011, Ausnutria has commenced the launch of Kabrita Series product in the PRC. Furthermore, Ausnutria launched a new product line, the 1897 Series in 2013.

Issued by Porda Havas International Finance Communications Group for and on behalf of **Ausnutria Dairy Corporation Ltd**. For further information, please contact:

Porda Havas International Finance Communications Group

Keely Chan	+852 3150 6760	keely.chan@pordahavas.com
Cherry Cheung	+852 3150 6773	cherry.cheung@pordahavas.com
Ka Wai Li	+852 3150 6715	kawai.li@pordahavas.com
Mandy Zhang	+852 3150 6765	mandy.zhang@pordahavas.com
Claire Li	+852 3150 6711	claire.li@pordahavas.com