

To: Business Editor

[For immediate release]



## AUSNUTRIA DAIRY CORPORATION LTD

澳優乳業股份有限公司

### Ausnutria's Kabrita Infant Formula Approved to Enter the US Market

(Hong Kong, 12 July 2023) **Ausnutria Dairy Corporation Ltd** (“Ausnutria” or the “Company”, together with its subsidiaries, the “Group”; stock code: **1717.HK**), a company engages in the research and development, production and distribution of all dairy products (including infant formula) and nutrition products with production facilities principally based in the Netherlands, the PRC, Australia and New Zealand, is pleased to announce that in June 2023, the Group fulfilled all the requirements as set out by The United States Food and Drug Administration (the “US FDA”) for the Group’s own-branded goat milk formula (“Kabrita”). Accordingly, the Group has been granted access to the market of United States of America (the “US”) for the marketing and distribution of Kabrita’s infant formula (0-12 months) (“Kabrita IMF”).

According to the US FDA, all infant formula (0-12 months) must fulfil its nutrition and safety requirements before being distributed in the US. As of today, Kabrita IMF is the first infant formula produced in Europe that has fulfilled the US FDA’s requirements.

According to the clinical studies conducted by the Group in accordance with the US FDA’s nutrition and safety requirements, the results further showed that Kabrita IMF supports healthy growth and is safe to use in infants from birth onwards. In addition, this study demonstrated Kabrita IMF combines easy-to-digest goat milk protein with lactose and goat milk whey protein and has good tolerance for reflux, colic, fussiness and gassiness in infants.

Kabrita’s toddler formula (12-36 months) has been available in the US market since 2014. All of the Kabrita IMF is produced by the Group’s factories established in the Netherlands and adheres to strict European standards that limit the use of antibiotics, growth hormones and pesticides. Kabrita’s milk is supplied from over 100 family-run goat farms which work according to the Dutch Qualigoat system (a sustainability programme promoting sustainable livestock farming practices) to guarantee hygiene, quality and animal welfare in the farms.

According to NielsenIQ, Kabrita’s market share of the imported infant goat milk powder in the People’s Republic of China exceeded 60.0% for five consecutive years (2018 to 2022). The Company believes that the success in fulfilling the US FDA requirements is an important milestone as it not only further proves the nutrition value and quality of Kabrita but will also expedite the development of Kabrita in the global markets.

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# Porda Havas

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## **About Ausnutria Dairy Corporation Ltd**

Ausnutria Dairy Corporation Ltd is a leading infant milk formula company with production facilities principally based in the Netherlands, the PRC, Australia and New Zealand. The Company is engaged in the worldwide production, R&D, and sales of infant formula, adult milk formula and other dairy and nutrition products. It owns several famous infant formula brands, including “Kabrita”, “Allnutria” and “Hyproca”. Ausnutria’s factories in the PRC were among the first batch of factories that had been granted with the National Infant Formula Enterprise Production Permit. The factories in the Netherlands and Australia of Ausnutria were also among of the first infant milk formula manufacturers to obtain import licenses for overseas products under the new policy in the PRC.

Issued by Porda Havas International Finance Communications Group for and on behalf of **Ausnutria Dairy Corporation Ltd**. For further information, please contact us at [ausnutria@pordahavas.com](mailto:ausnutria@pordahavas.com), or as below:

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