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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)

RE-DESIGNATION OF DIRECTOR

The board of directors (the “Board”) of China Mengniu Dairy Company Limited (the “Company”) announces that Mr. Niu Gensheng will be re-designated from his position as an executive director of the Company to a non-executive director of the Company with effect from the date of the forthcoming annual general meeting of the Company to be held on 9 June 2010, subject to rotation and re-election at such meeting. Mr. Niu will remain as the Chairman of the Board after the re-designation.

Mr. Niu wishes to focus on strategic management and planning of the Company and its subsidiaries (the **Group**) going forward and accordingly, he will be devoting less time in the daily management of the Group. He has previously been re-designated from the Chief Executive Officer of the Company to the Chairman of the Board in August 2009.

The biographies of Mr. Niu are set out below:

Mr. Niu Gensheng, aged 51, an executive director and Chairman of the Board, is also one of the founders and directors of 內蒙古蒙牛乳業(集團)股份有限公司 (Inner Mongolia Mengniu Dairy (Group) Company Limited). Mr. Niu graduated from Inner Mongolia University with a degree in Administration and Management and obtained a Master’s degree in Enterprise Management at the Chinese Academy of Social Sciences Graduate School. With his extensive experience and insights in China’s dairy industry, Mr. Niu receives high reputation in the industry. In 2007, Mr. Niu was elected as one of “China’s Most Influential Business Leaders” for the fifth consecutive year and received the honour of “2007 Hong Kong Bauhinia Awards”. Mr. Niu is devoted to charity and was ranked third in the “2007 Hurun Top 10 for Charity”. Mr. Niu currently serves as the Deputy Chairman of the Dairy Association of China, the China Dairy Industry Association and the Second China National Committee of International Dairy Federation. Mr. Niu is also an independent non-executive director of Alibaba.com Limited (a company listed on The Stock Exchange of Hong Kong Limited) and an independent director of Shanghai Metersbonwe Fashion & Accessories Co., Ltd. (a company listed in the Shenzhen Stock Exchange). Save as disclosed above, Mr. Niu does not currently hold or has not held in the past three years, directorships in any other listed companies.

As at the date of this announcement, Mr. Niu is beneficially interested in and deemed to be interested in, a total number of 263,533,393 shares in the Company within the meaning of Part XV of the Securities and Futures Ordinance (**SFO**). Save as disclosed in this announcement, Mr. Niu does not, as at the date of this announcement, have any relationship with any other directors, senior management or substantial or controlling shareholders of the Company.

Pursuant to the service contract entered into between the Company and Mr. Niu on 21 July 2008 (the **Existing Contract**), Mr. Niu was appointed as an executive director of the Company for a term of three years. The Existing Contract is terminable by either party by giving three months' notice. Mr. Niu is entitled to receive emoluments of RMB30,000 per annum, together with an annual fixed sum bonus equal to one month of his average monthly salary and a discretionary bonus. His emoluments are determined with reference to his duties and responsibilities in the Group and his salary is reviewed by the remuneration committee of the Company. Subject to rotation and re-election at the annual general meeting of the Company, the Company and Mr. Niu will terminate the Existing Contract and enter into a new service contract for a term of three years, with terms similar to those pursuant to the Existing Contract. His emoluments as a non-executive director will be determined with reference to his duties and responsibilities in the Group and his salary will be determined by the remuneration committee of the Company.

Save as disclosed above, Mr. Niu is not aware of any matters relating to his re-designation that are required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited or any other matters that need to be brought to the attention of the shareholders of the Company.

By Order of the Board of
China Mengniu Dairy Company Limited
Kwok Wai Cheong, Chirs
Company Secretary

Hong Kong, 27 April 2010

As at the date of this announcement, the Board comprises: Mr. Niu Gensheng, Mr. Yang Wenjun, Mr. Wu Jingshui, Mr. Ding Sheng and Mr. Bai Ying as executive directors, Mr. Ning Gaoning, Mr. Jiao Shuge (alias Jiao Zhen), Mr. Julian Juul Wolhardt, Mr. Yu Xubo, Mr. Ma Jianping, Mr. Fang Fenglei and Mr. Ma Wangjun as non-executive directors, Mr. Zhang Julin, Mr. Liu Fuchun and Mr. Zhang Xiaoya as independent non-executive directors.

* *For identification purposes only*