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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)

**APPOINTMENTS OF NON-EXECUTIVE DIRECTOR, VICE-CHAIRWOMAN
AND INDEPENDENT NON-EXECUTIVE DIRECTOR**

The board of directors (the **Board**) of China Mengniu Dairy Company Limited (the **Company**, together with its subsidiaries, the **Group**) is pleased to announce that Ms. Liu Ding (**Ms. Liu**) has been appointed as a non-executive director of the Company and a vice-chairwoman of the Board and Mr. Andrew Y. Yan (**Mr. Yan**) has been appointed as an independent non-executive director of the Company both with effect from 10 January 2013.

The biographies of Ms. Liu and Mr. Yan are set out below.

Liu Ding - Vice-Chairwoman of the Board, Non-Executive Director of the Company

Ms. Liu, aged 57, graduated from Beijing Normal University with a Bachelor's degree in History and holds an Executive Master degree in Business Administration from Cheung Kong Graduate School of Business.

Ms. Liu was appointed as a non-executive director of China Food Limited, a company listed on The Stock Exchange of Hong Kong Limited (the **Stock Exchange**) on 28 March 2011. Ms. Liu joined COFCO Corporation (**COFCO**) in April 2005 and is currently a director, the head of legal and the head of the Communist Party Discipline and Inspection Team of COFCO. She was a director of COFCO Property (Group) Co., Ltd., a company listed in Shenzhen, until 21 July 2011. Prior to joining COFCO, she was a deputy director of the Propaganda and Education Bureau of the Propaganda Department of the Chinese Communist Party. Ms. Liu has more than 20 years of experience in legal affairs, general management, government relations, public relations, corporate culture development, organization development and propaganda and education.

Save as disclosed above, Ms. Liu has not held any directorships in other public companies the securities of which are listed on the Stock Exchange or any securities market overseas in the last three years.

As at the date of this announcement and save as disclosed above, Ms. Liu does not have any relationship with any director, senior management, substantial shareholder or controlling shareholder of the Company, and she does not have any interest in shares or underlying shares of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance.

Ms. Liu will enter into a letter of appointment with the Company for a term of three years commencing 10 January 2013. Her directorship is subject to retirement by rotation and re-election in accordance with the articles of association of the Company.

Ms. Liu is entitled to a director remuneration to be determined with reference to her duties and responsibilities in the Group and reviewed by the remuneration committee of the Board.

Save as disclosed above, Ms. Liu is not aware of any matters 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 (the **Listing Rules**) or any other matters that need to be brought to the attention of the shareholders of the Company.

Andrew Y. Yan - Independent Non-Executive Director of the Company

Mr. Yan, aged 55, is the founding managing partner of SAIF Partners (SAIF). Prior to joining SAIF, he was the managing director and head of the Hong Kong office of Emerging Markets Partnership from 1994 until 2001. Between 1989 to 1994, he worked in the World Bank in Washington, the Hudson Institute and Sprint International Corporation as an economist, a research fellow and the director for strategic planning & business development for Asia Pacific Region respectively. From 1982 to 1984, he was a chief engineer at Jianghuai Airplane Corporation.

Mr. Yan received a Bachelor's degree in Engineering from Nanjing Aeronautic Institute in 1982 and received a Master of Arts' degree from Princeton University in International Political Economy in 1989.

As at the date of this announcement, Mr. Yan holds a number of directorships in listed companies - he is (a) an independent non-executive director of China Petroleum & Chemical Corporation (SinoPec), China Resources Land Limited and Fosun International Limited, all of which are listed on the Stock Exchange; (b) a non-executive director of Guodian Technology & Environment Group Corporation Limited, Digital China Holdings Limited, China Huiyuan Juice Group Limited, eSun Holdings Limited and MOBI Development Co., Ltd, all of which are listed on the Stock Exchange; (c) the chairman and a non-executive director of NVC Lighting Holding Limited (listed on the Stock Exchange); (d) an independent director of Giant Interactive Group Inc. (listed on the New York Stock Exchange); and (e) a director of Acorn International Inc. (listed on the New York Stock Exchange), ATA Inc. (listed on the NASDAQ) and Eternal Asia Supply Chain Management Ltd. (listed on the Shenzhen Stock Exchange). Mr. Yan was a

director of Global Education & Technology Group Ltd. (which was formerly listed on the NASDAQ) from March 2007 to December 2011, the shares of which were withdrawn from listing on the NASDAQ in December 2011.

Save as disclosed above, Mr. Yan has not held any directorships in other public companies the securities of which are listed on the Stock Exchange or any securities market overseas in the last three years.

As at the date of this announcement, Mr. Yan does not have any relationship with any director, senior management, substantial shareholder or controlling shareholder of the Company, and he does not have any interest in shares or underlying shares of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance.

Mr. Yan will enter into a letter of appointment with the Company for a term of three years commencing 10 January 2013. His directorship is subject to retirement by rotation and re-election in accordance with the articles of association of the Company.

Mr. Yan is entitled to a director remuneration to be determined with reference to his duties and responsibilities in the Group and reviewed by the remuneration committee of the Board.

Save as disclosed above, Mr. Yan is not aware of any matters that are required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules or any other matters that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warm welcome to Ms. Liu and Mr. Yan.

By Order of the Board
China Mengniu Dairy Company Limited
Sun Yiping
Executive Director and Chief Executive Officer

Hong Kong, 11 January 2013

As at the date of this announcement, the Board comprises: Ms. Sun Yiping, Mr. Bai Ying, Mr. Wu Jingshui and Mr. Ding Sheng as executive directors, Mr. Ning Gaoning, Mr. Yu Xubo, Mr. Niu Gensheng, Mr. Ma Jianping, Mr. Tim Ørting Jørgensen, Mr. Finn S. Hansen and Ms. Liu Ding as non-executive directors, Mr. Jiao Shuge (alias Jiao Zhen), Mr. Julian Juul Wolhardt, Mr. Liu Fuchun, Mr. Zhang Xiaoya, Mr. Xie Tao and Mr. Andrew Y. Yan as independent non-executive directors.

** For identification purposes only*