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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)

CHANGE OF CHIEF FINANCIAL OFFICER APPOINTMENT OF CHIEF OPERATION OFFICER

CHANGE OF CHIEF FINANCIAL OFFICER

With effect from 6 June 2014, Ms. Wu Wennan (“**Ms. Wu**”) has stepped down from the role of the chief financial officer (“**CFO**”) of China Mengniu Dairy Company Limited (the “**Company**”). Mr. Zhang Ping (“**Mr. Zhang**”) has been appointed as the Company’s CFO with effect from 6 June 2014.

APPOINTMENT OF CHIEF OPERATION OFFICER

With effect from 6 June 2014, Mr. Bai Ying (“**Mr. Bai**”) has been appointed as the chief operation officer (“**COO**”) of the Company.

CHANGE OF CHIEF FINANCIAL OFFICER

The board of directors (the “**Board**”) of the Company hereby announces that Ms. Wu has stepped down from the role of the CFO of the Company with effect from 6 June 2014. There is no matter relating to the resignation of Ms. Wu as CFO of the Company that needs to be brought to the attention of the shareholders of the Company or the The Stock Exchange of Hong Kong Limited.

The Board would like to take this opportunity to express its gratitude and appreciation to Ms. Wu for her work and valuable contribution during her term of service as CFO of the Company.

The Board is pleased to announce the appointment of Mr. Zhang as the CFO of the Company with effect from 6 June 2014. As the CFO of the Company, Mr. Zhang will be responsible for the financial management of the Company and its subsidiaries (the “**Group**”).

* For identification purposes only

The biographical details of Mr. Zhang are set out below.

Mr. Zhang Ping

Mr. Zhang, aged 50, has joined the Group as the vice president (finance) of Inner Mongolia Mengniu Dairy (Group) Company Limited (“**Inner Mongolia Mengniu**”) since May 2014. He has over 23 years of experience in the industry of fast-moving consumer goods, specializing in the management of operation, finance and audit as well as risk control. Mr. Zhang has served as the chief executive officer of Coca-Cola Bottlers Manufacturing Holdings Limited from December 2012 to April 2014. He was the general manager of Swire Guangdong Coca-Cola Ltd. (“**Swire Guangdong**”) and Xian BC Coca-Cola Beverages Ltd. from December 2010 to December 2012 and from November 2007 to December 2010, respectively. Mr. Zhang was the finance director of Swire BCD Co., Ltd. (formerly known as BC Development Company Limited) (“**Swire BCD**”) from August 2005 to November 2007, in charge of the finance and internal audit related affairs. Prior to that, he also served as the finance director of Swire Guangdong from March 2002 to August 2005. Mr. Zhang joined Swire BCD as the project manager in November 1990. He was later designated as the finance manager of Nanjing BC Foods Co., Ltd., a subsidiary of Swire BCD, in September 1993. In November 1995, Mr. Zhang was promoted as the deputy finance manager of Swire BCD, then as the manager of the internal audit and system accounting department in January 1998 and work in this position until March 2002 before he joined Swire Guangdong. Mr. Zhang was a lecturer of accounting in Beijing Institute of Mechanical Industry Management (北京機械工業管理學院) from September 1986 to November 1990. Mr. Zhang obtained the graduation certificate by completing the graduate courses in management engineering from Beijing Institute of Mechanical Industry Management in 1986, and he graduated with a Bachelor’s degree in mechanical engineering from Shenyang University of Technology (瀋陽工業大學) (formerly known as Shenyang Electromechanics College (瀋陽機電學院)) in 1984.

APPOINTMENT OF CHIEF OPERATION OFFICER

The Board is pleased to announce the appointment of Mr. Bai as the COO of the Company with effect from 6 June 2014. As the COO of the Company, Mr. Bai will be mainly responsible for assisting the chief executive officer of the Company in the operation of the Group.

The biographical details of Mr. Bai are set out below.

Mr. Bai Ying

Mr. Bai, aged 43, was appointed as an executive director of the Company in July 2008 and is a senior vice president of Inner Mongolia Mengniu. Mr. Bai graduated with a Master's degree from Inner Mongolia Agricultural University and holds a Master of Business Administration degree from China Europe International Business School. Mr. Bai was the vice president of Inner Mongolia Mengniu and the general manager of UHT milk division of Inner Mongolia Mengniu. He has been working in the dairy industry for almost 20 years and has extensive management experience in the dairy business. In 2010, Mr. Bai was elected as "Progressive Staff of Hohhot" and "Inner Mongolia Autonomous Region Labour Model" for the second time. Mr. Bai was elected as a committee member in the third session of the Standing Committee (Enlarged) meeting of the Third Young Federation of the Central Enterprises held on 12 October 2013.

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

Hong Kong, 6 June 2014

As at the date of this announcement, the Board comprises: Ms. Sun Yiping and Mr. Bai Ying as executive directors, Mr. Ning Gaoning, Mr. Yu Xubo, Mr. Niu Gensheng, Mr. Finn S. Hansen, Ms. Liu Ding and Mr. Christian Neu as non-executive directors, Mr. Jiao Shuge (alias Jiao Zhen), Mr. Julian Juul Wolhardt, Mr. Zhang Xiaoya, Mr. Wu Kwok Keung Andrew and Dr. Liao Jianwen as independent non-executive directors.