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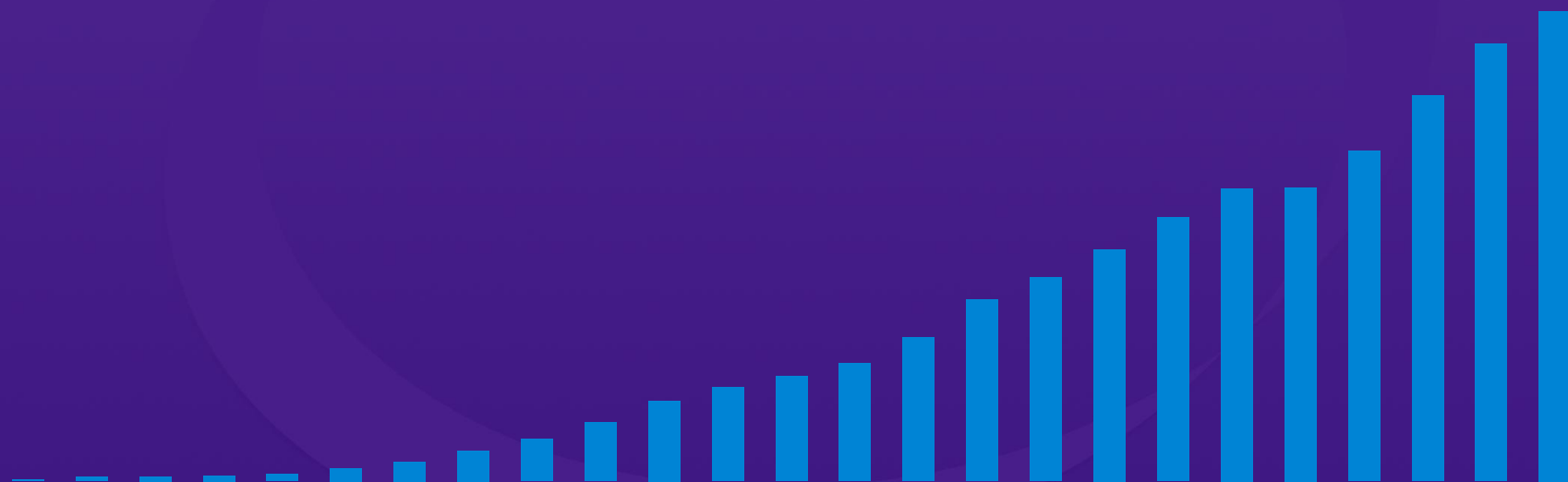
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About Yili







## Introduction of Our Leader



Pan Gang, the Chairman and CEO of Yili Group

- 2002 520  
By 2002, he was the youngest president among the 520 key industrial enterprises
- 2005 6  
He has been holding the position of Chairman and President of Yili Group since June 2005

### Management Thinking

“

”

Solid results matter more than time taken; Industrial prosperity outranks personal glory;  
Social value takes precedence over business fortune; That's the value that we hold in  
every step of our growth.

—— Pan Gang , Chairman/CEO of Yili Group



## Address from Chairman



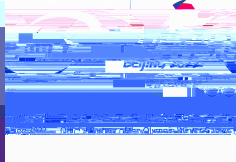
In my opinions, there are two kinds of people: the ones who drink milk and the ones who do not. My goal is to combine the two kinds of people into one, the ones who drink milk and enjoy the nutritional and healthy lifestyle by drinking milk.

—— Pan Gang, Chairman/CEO of Yili Group



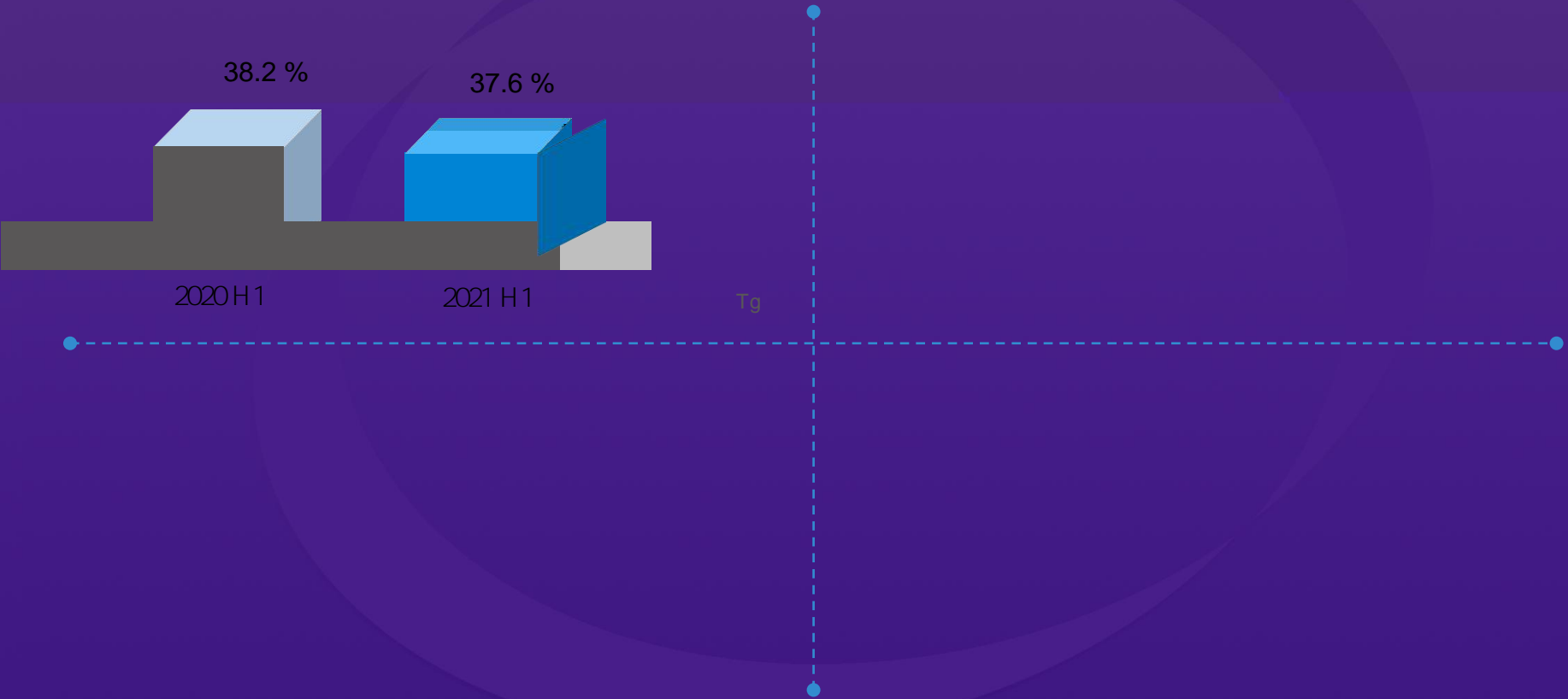


## Core Business Revenues Breakdown by Segment





## Gross Margin by Segment





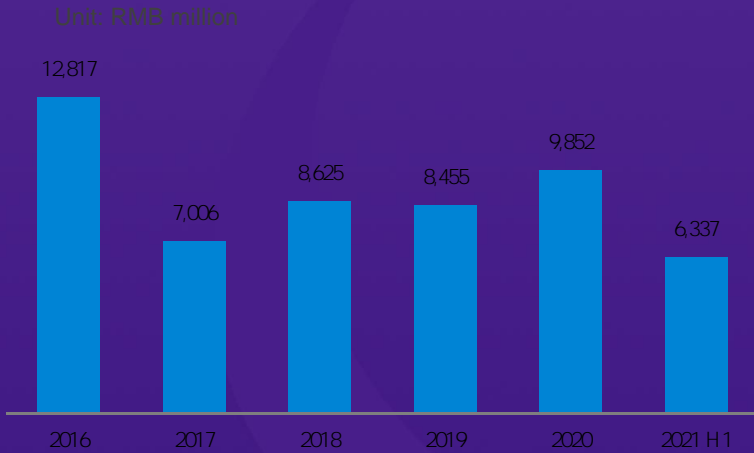
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# Cash Flow and Capital Expenditure



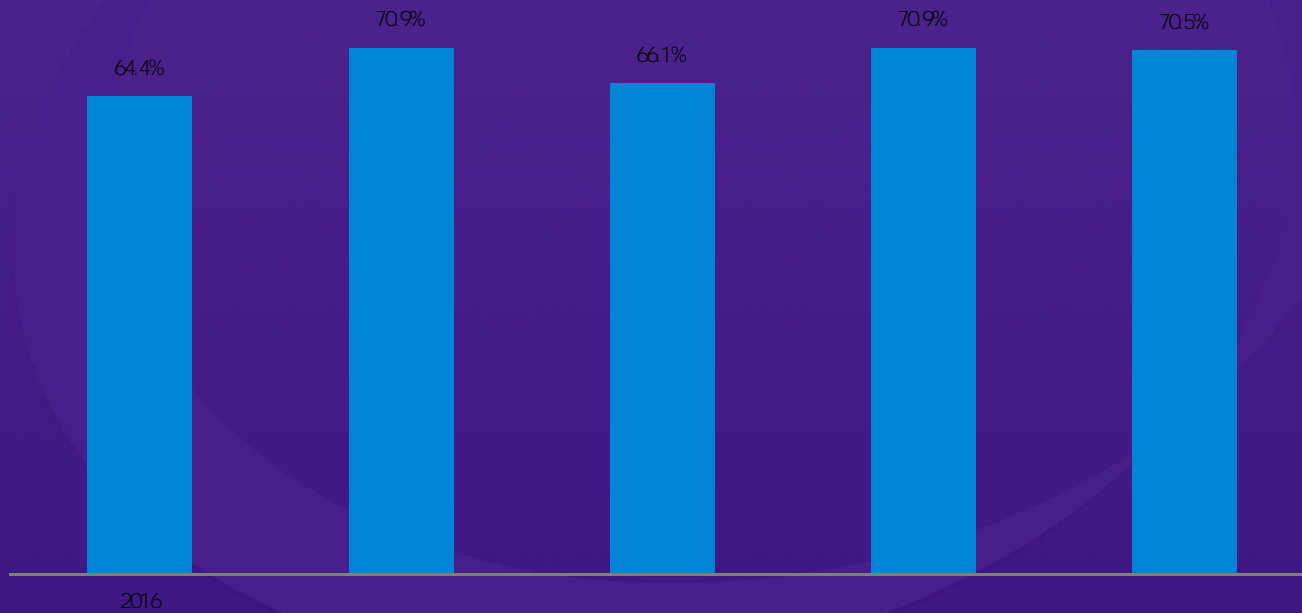
Net Cash Flow from Operating Activities



Capital Expenditure



## Dividend Rate





## Business Review



# Supply Chain



## Production Capacity Layout Optimization



The company improved the operational efficiency of global supply chain through construction projects, such as "Yili Modern Health Valley" and production bases in Southeast Asia.

## Support for Upstream



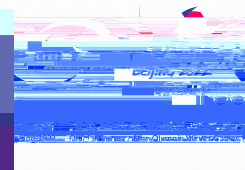
Through interest connection in technology, financial, industry, risk and other aspects, the company boosted the revitalization of rural economy and the healthy and sustainable development of dairy industry chain.

## Global Health Ecosphere



Along with global partners, the company made full advantage of the synergy of "global supply chain network" and has effectively ensured the high efficiency of supply, production and sales system.

# Brand



" BrandZ™ " 2021  
100 " 9

Among BrandZ™ "Top 100 Most Valuable Chinese Brands in 2021" list, Yili ranked First in the food and dairy rankings for 9 consecutive years.



Brand Finance " " 4  
10 " "

Among Brand Finance "Global Top 10 Most Valuable Dairy Brands" list, Yili ranked First again. And in its "Global Most Promising Dairy Brands" list, Yili ranked First for 4 consecutive years.



2021 " "  
10 " 6

Kantar Consumer Index "Asian Brand Footprint Report 2021" indicates Yili has been the most chosen brand by consumers for 6 consecutive years, reaching more than 1 billion consumers.

## Products

### Key Products and New Products

### Leading Product Innovation Capability



" " " " " " " "

20.7%

15.6%

Sales revenue of key products "Satine Ambrosial", "ChangQing", "Pro-Kido", "Chocliz" and others grew by 20.7% YoY. New products accounted for 15.6% of total sales revenue.

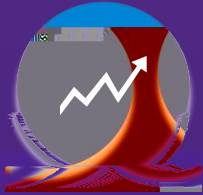
" " A2 - " " " " " "

" " QQ " " " " " " "

Through new products "Satine A2 Beta-casein Organic Milk", "ZhenNong High Calcium Milk", "ChangQing Tea & Fruit Yogurt-Half Sucrose", "QQ Star Kid's Formula Goat Milk", "Chocliz Hazelnut & Tangerine Ice Cream", "YoungFun Sparkling Dairy Drink", etc., Yili served global consumers with high-quality, multi-category products.



# Channel

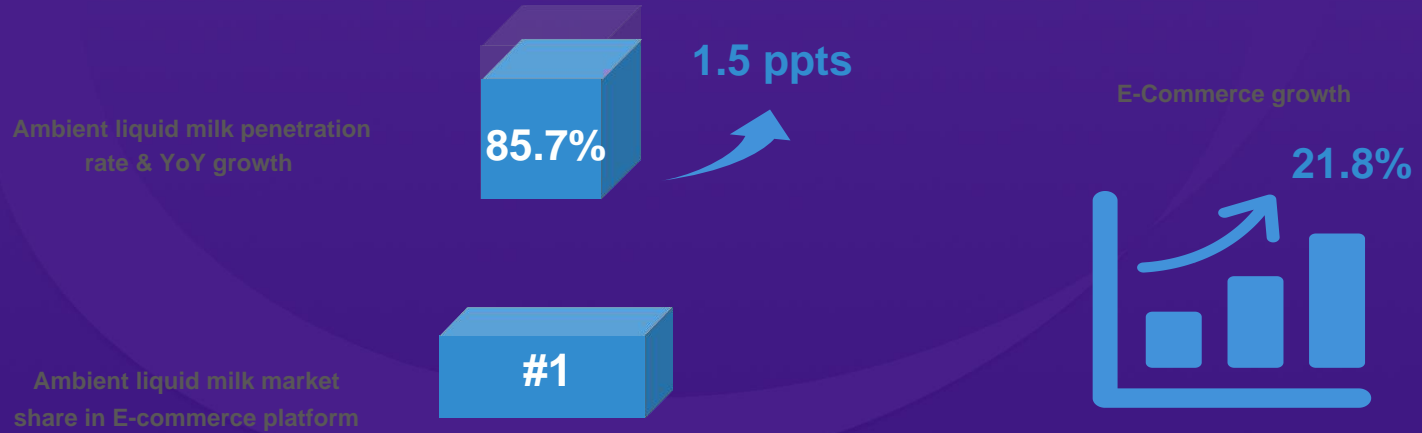


Penetration further enhanced, E-commerce revenue continued to grow

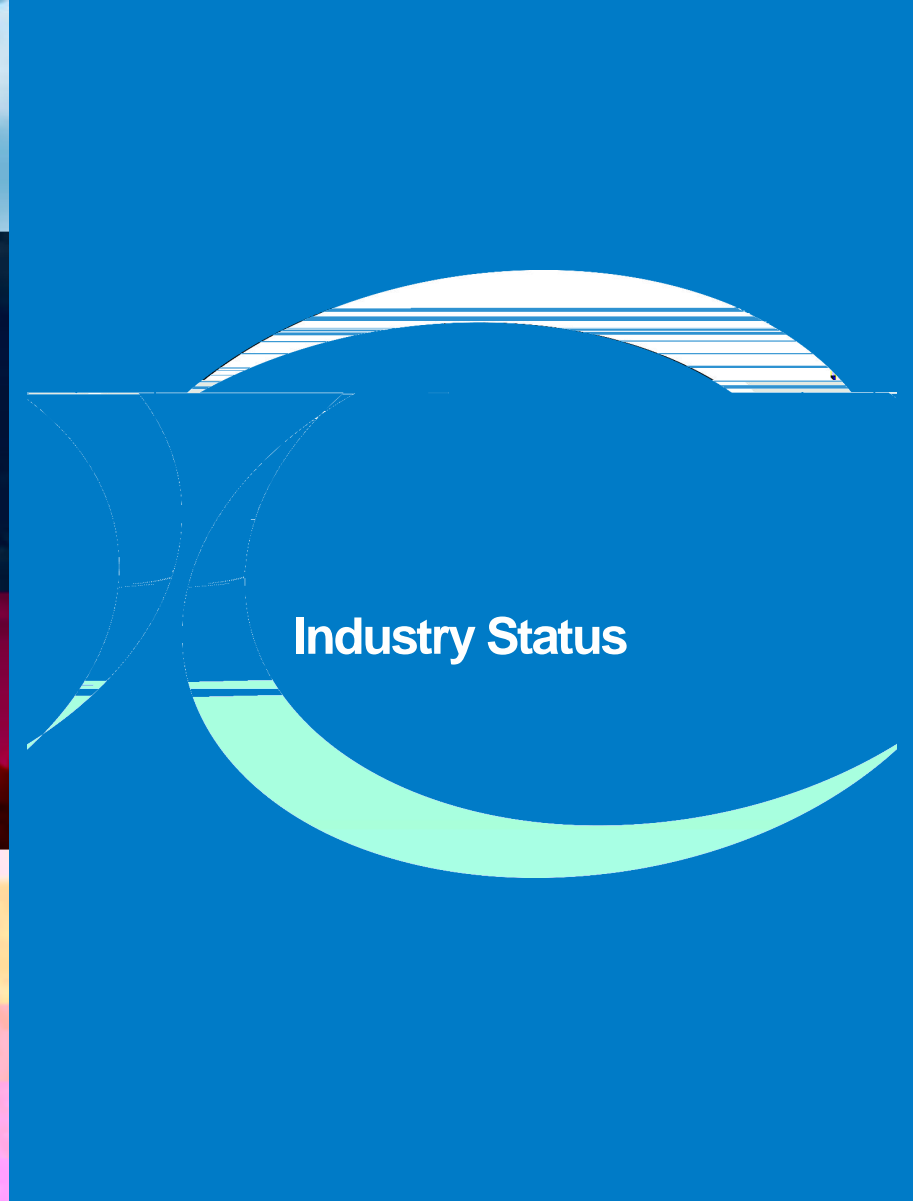


According to Kantar, as of June 2021, market penetration rate of ambient liquid dairy products of Yili was 85.7%, 1.5 percentage points higher than the same period last year. E-commerce revenue rose 21.8% compared with the same period last year.

According to Syntun, market share of ambient liquid dairy products of Yili ranked First in E-commerce platform.



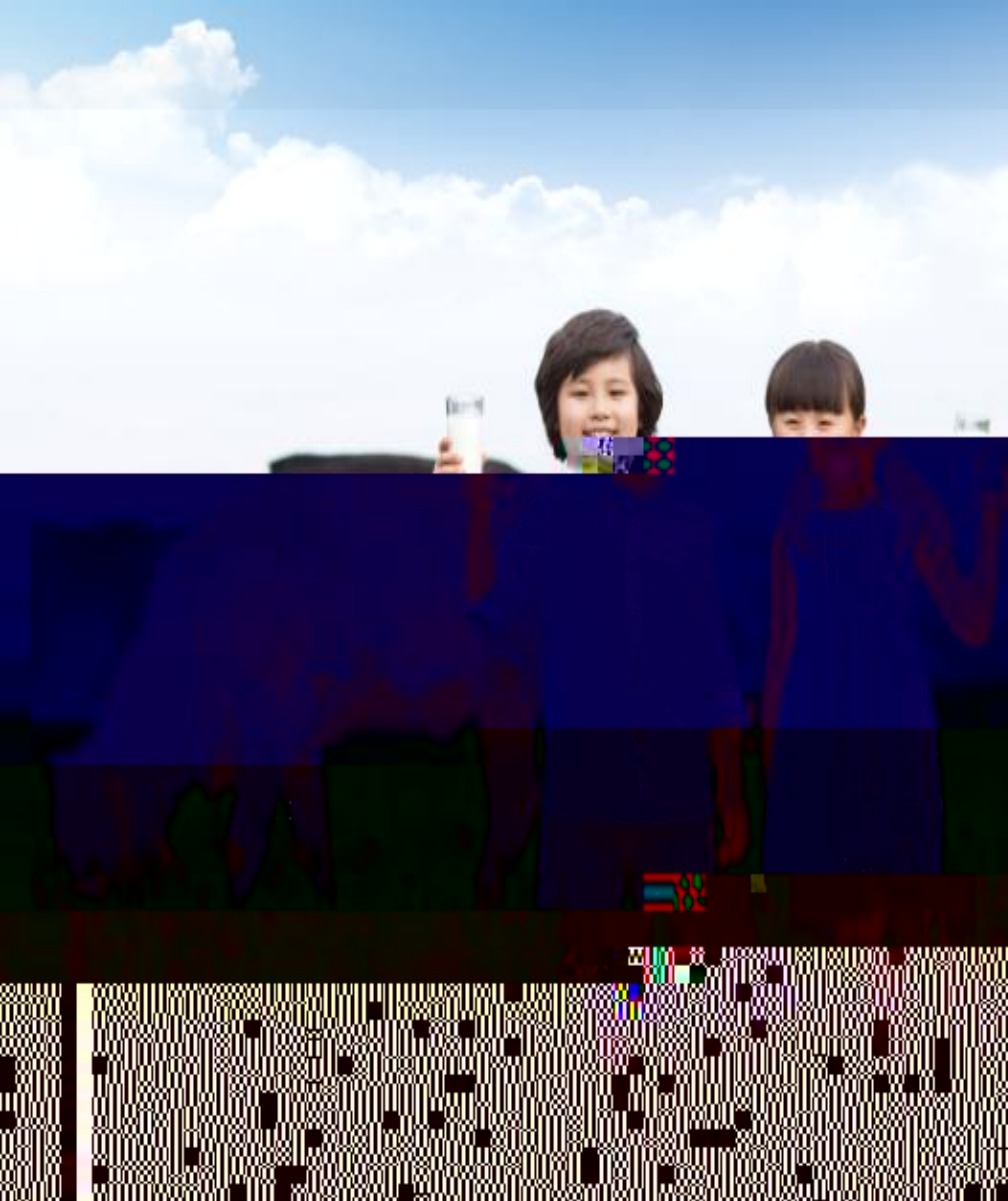




**Industry Status**

## Industry Status





## Culture and Brand Management



### Belief

“Yili” represents the highest quality.







## Core Values

Excellence

Accountability

Innovation

Win-Win

Respect



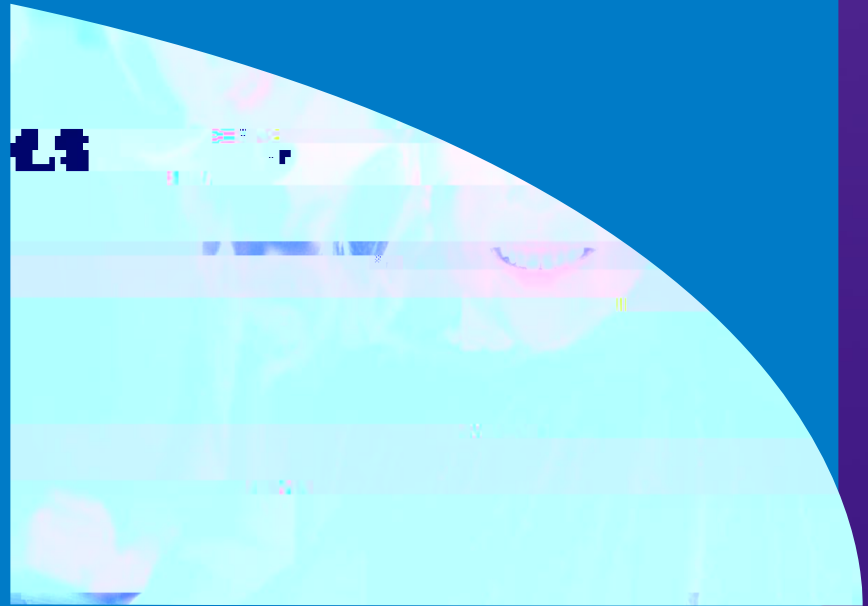


## Brand Essence



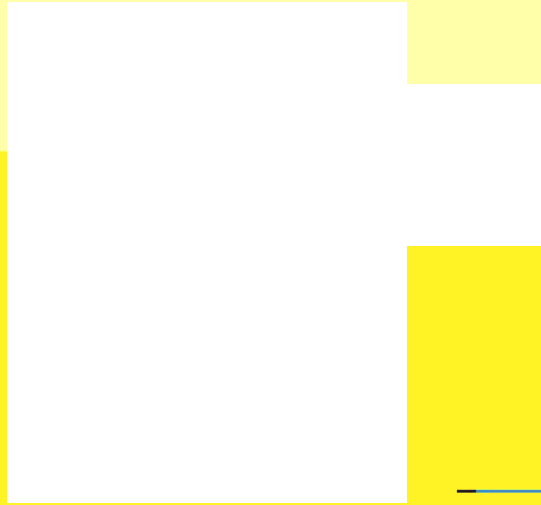
### Nourish for Life

It is the provider of healthy food and also the advocator of healthy lifestyle



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— THANK YOU —

