



華潤啤酒(控股)有限公司

China Resources Beer (Holdings) Company Limited



**Development on the Original  
Site of CRB's Brewery Factory,  
Urban Renewal, and the  
Establishment of the  
Agreements with CR Land**

**Presentation**

*3 Feb 2021*



# Transactions Agreements and Land Use



## Transactions Details :

Through the Company's wholly-owned subsidiaries, CR Snow Investment and CR Snow, China Resources Beer will enter into the **Joint Venture ( "JV" ) Agreement**, the **Relocation Compensation Agreement** and the **Construction Agreement** with Shenzhen Runtou and CR Land Shenzhen, the wholly-owned subsidiaries of China Resources Land Limited ( "CR Land" ).

Once the land in Baoan District, Shenzhen has been modified to general industrial and emerging industrial uses, CR Snow will be responsible for part of the land (the "Snow Brewery Land" ), which will be used to construct the headquarters, R&D centre, craft brewery etc., while the JV with co-operation of CR Land will be granted another part of the land (the "JV Land" ).

### The Snow Brewery Land

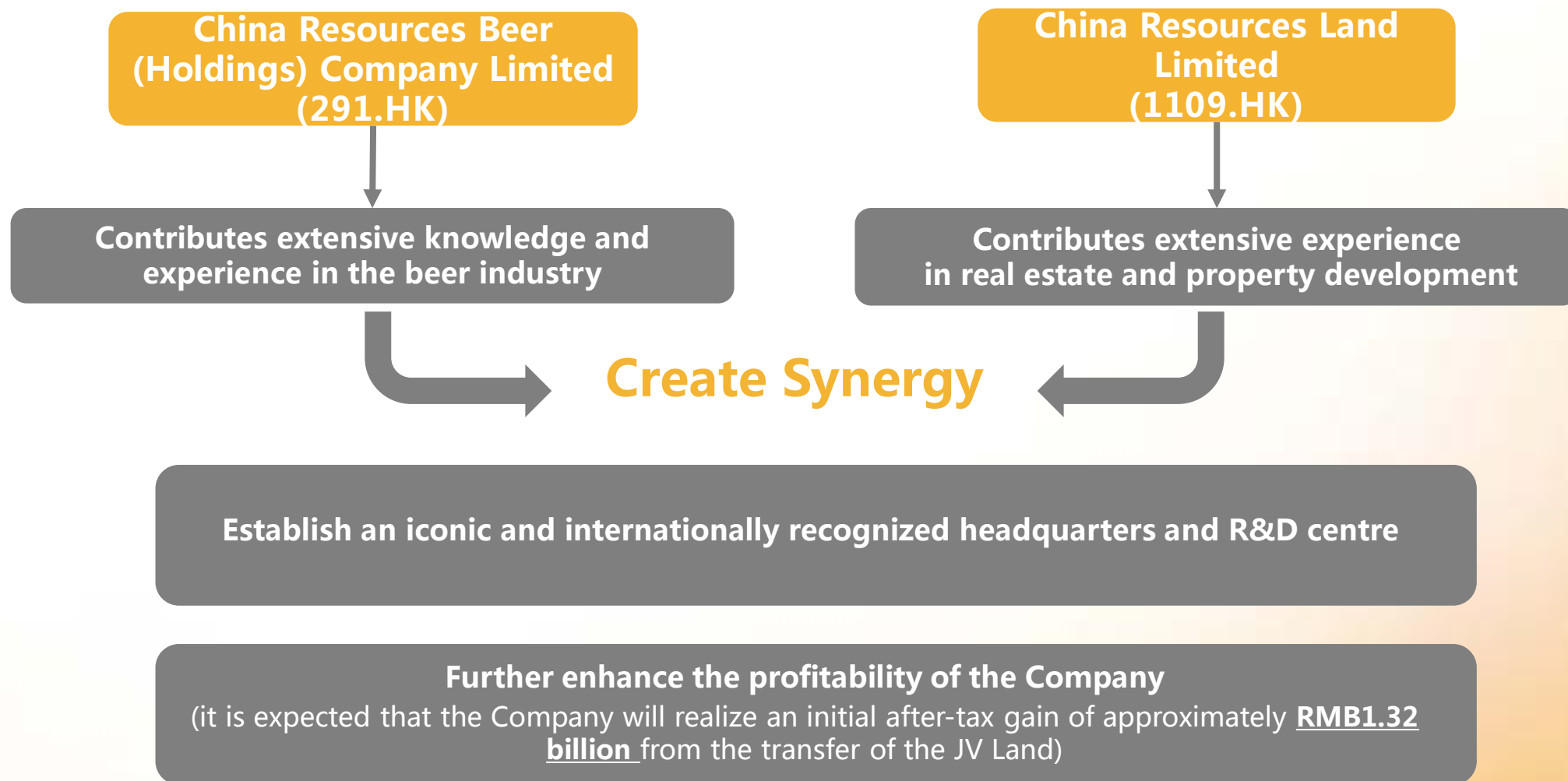
Headquarters, R&D centre, craft brewery and employees' dormitories of CR Snow, as well as the construction of the beer museum



### The JV Land

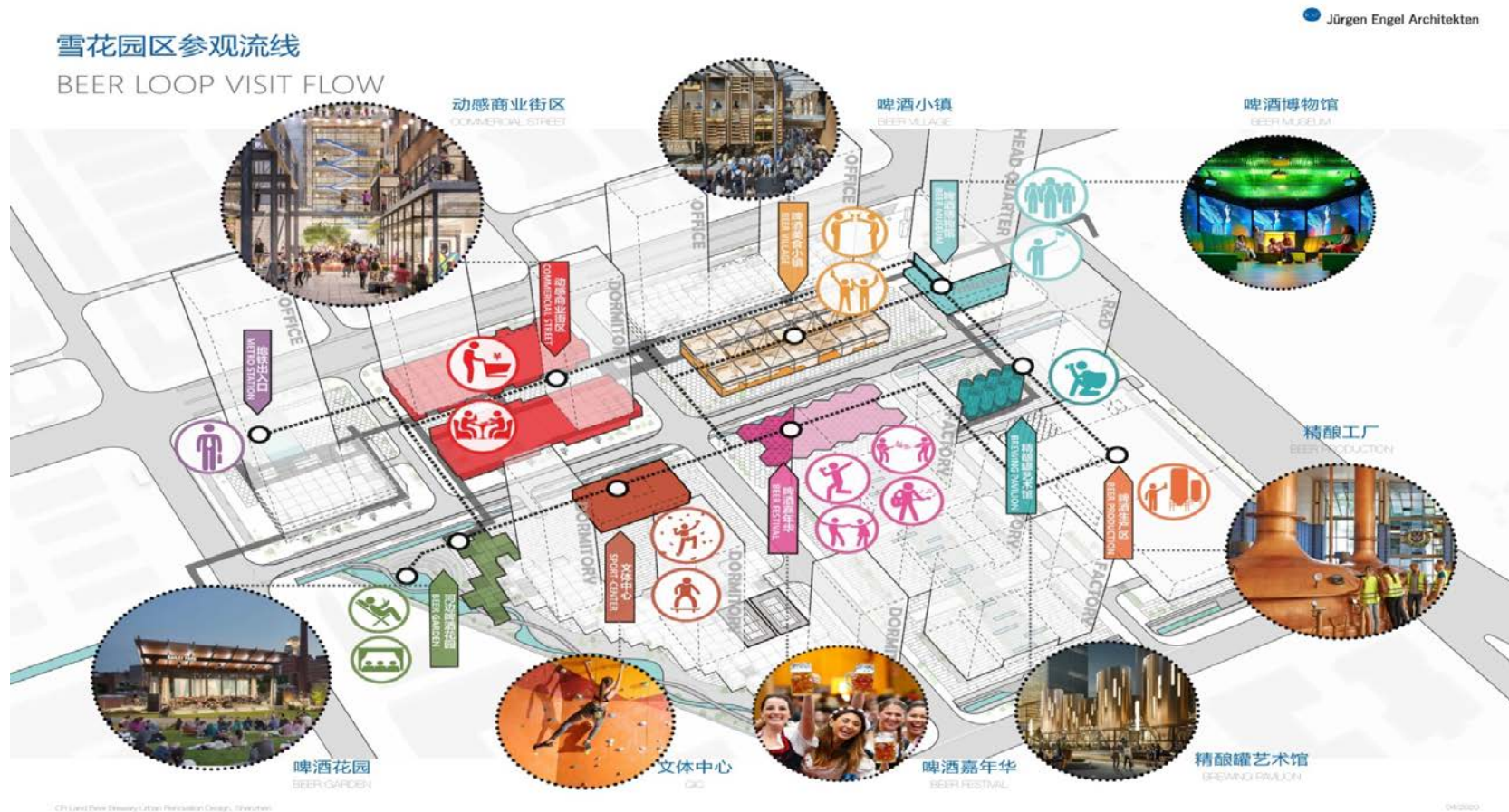
A complex consisting of offices, factories, recreational facilities, supermarkets, restaurants and bars etc.

# Reasons for Entering into the Transactions



# Future Roadmap of the Project

High level of integration of headquarters, R&D centre, beer museum, craft brewery, beer village, beer leisure square and industrial park



- Utilize the appeal of CR Snow's culture to construct a new landmark in Shenzhen that will be a popular location for young generations to visit.
- Will greatly enhance the corporate image of CR Snow.

# Check-in Location

Construct a young generation-oriented, attractive, pioneering beer-themed cultural village



- **Target Young Generations ;**
- **Attractive:** Various styles such as modern, fashionable, high tech, immersive experience; or other styles that can bring new experiences and concepts ;
- **Pioneering and Superior:** A local, social, diverse beer-lifestyle community which will become an important component of young culture in Shenzhen and surrounding areas;
- **Beer-themed:** A new differentiated beer lifestyle of which beer is the main focus.<sup>5</sup>

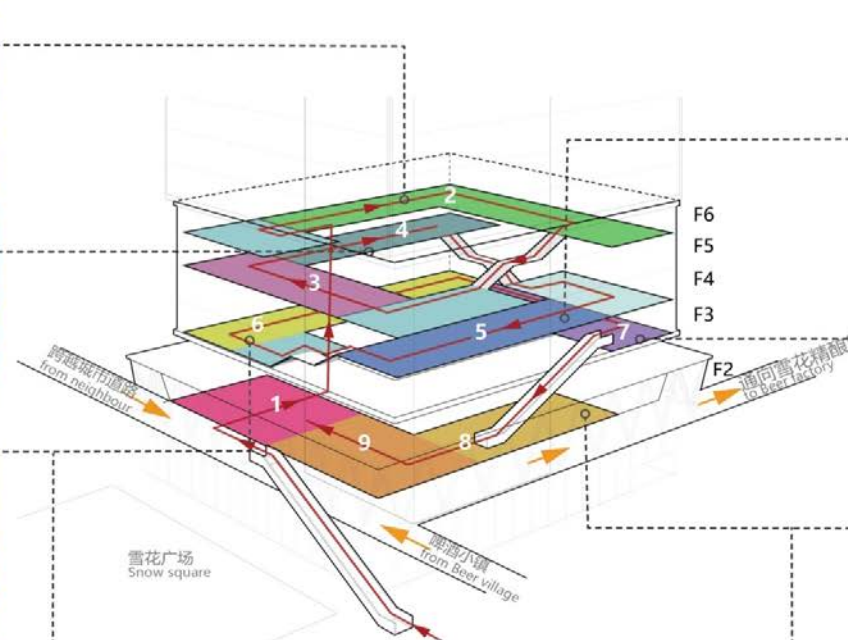


# Beer Museum located in the Headquarters



Jürgen Engel Architekten

雪花博物馆  
BEER MUSEUM



- |                                 |   |   |
|---------------------------------|---|---|
| 1 博物馆大厅<br>LOBBY                | 4 原料发酵罐<br>Raw material fermentation tank | 7 互动体验<br>Interactive experience  |
| 2 原料种植<br>Raw material planting | 5 雪花品牌发展<br>Snowbeer brand development    | 8 雪花啤酒馆<br>Snowbeer house   |
| 3 雪花历史<br>Snowbeer history      | 6 4D展示区<br>4D exhibit                     | 9 临时展区+雪花周边产品<br>Temporary exhibition area + snowbeer peripheral products |



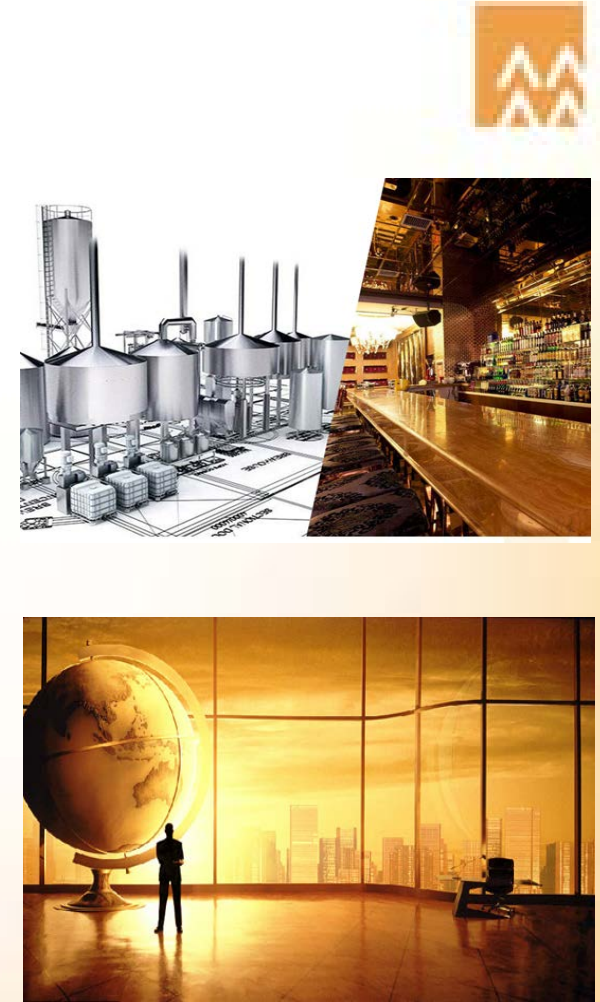
7 互动体验  
Interactive experience

8 雪花啤酒馆  
Snowbeer house

9 临时展区+雪花周边产品  
Temporary exhibition area + snowbeer peripheral products

# Outline about R&D Centre

- **Positioning** : To establish a first-class R&D centre in line with the position of CR Snow in the industry. The R&D centre will serve as a crucial platform for the Company to empower technological innovation, incubate new product ideas, and foster business collaborations. It aims to improve the core competitiveness of CR Snow and support the realization of the Company's long-term strategy.
- **Functions of R&D Centre** : The R&D centre will be responsible for CR Snow's future development by offering technological advances and strengthening its market competitiveness. Established as a new open and innovative platform, it will fully utilize both internal and external resources with the support of CR Snow's core technological innovative system and its long-term healthy growth strategy. Its functions will include:
  - Conducting R&D of new products, technology, equipment and materials and ingredients;
  - Providing consultations on CR Snow's technology innovation and development strategy;
  - Developing a technological innovative system for CR Snow;
  - Fostering business collaborations and idea exchange;
  - Nurturing innovation and technology talents;
  - Technology services, incubation and transformation.



# **Craft Brewery: Prospects of Craft Beer Market**

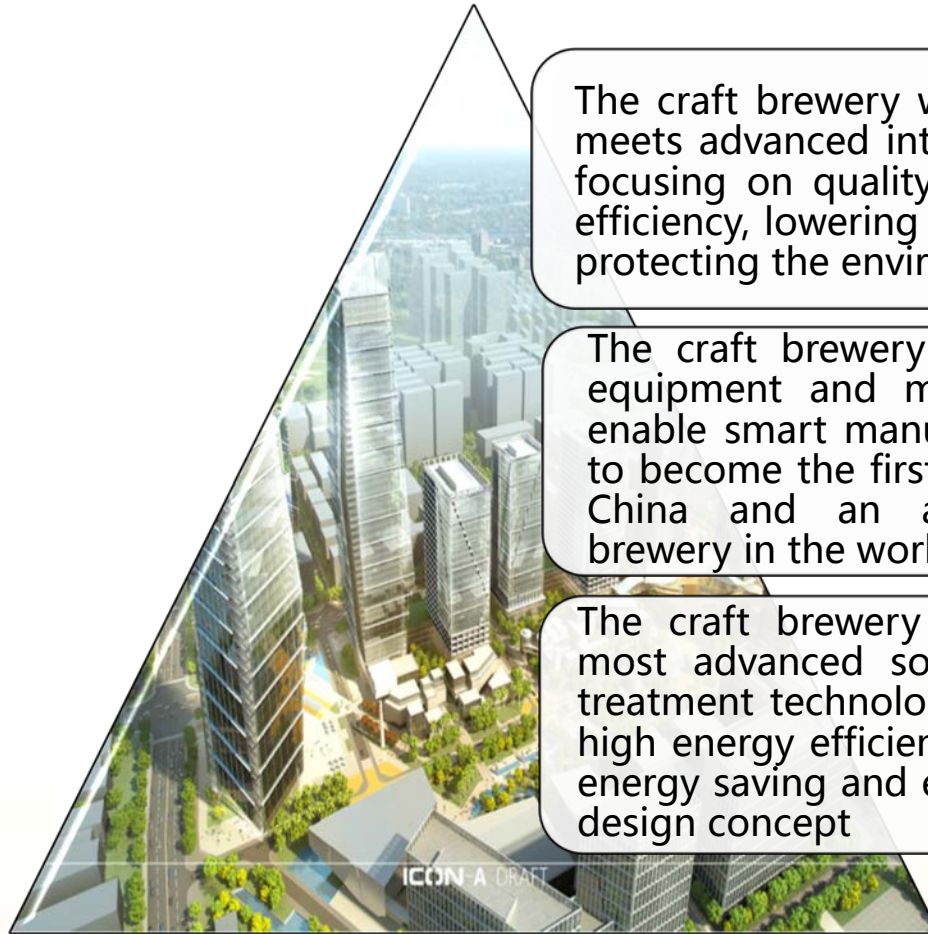


- The craft beer segment has maintained a sustained and rapid growth in the United States, Europe, Mainland China and other parts of the world. The rapid development of craft beer has promoted the premiumization of new beer products.
- The craft beer segment has huge growth potential in Mainland China. At present, the craft beer segment makes up about 0.26% of China's total beer consumption, about 100,000 KL. It is expected to reach 5m KL with huge growth potential, by taking reference of the market share of craft beer in the US.
- Although the craft beer segment has huge growth potential in Mainland China, CR Snow has not yet established a craft beer production capacity or produced craft beer.
- Upholding its strategic management philosophy of "Quality Development for Success in High-end Segment", CR Snow understands the necessity to explore craft beer products in order to enhance and enrich its product portfolio.
- Shenzhen city is located in the central area of the Guangdong-Hong Kong-Macao Greater Bay Area, which is a metropolis in line with international standards. The demand for personalized and diversified consumption is growing rapidly in the city, which provides a solid foundation for the development of craft beer.



# Design Concept of the Craft Brewery

## Highly Efficient, Smart, Green and Environmentally friendly



The craft brewery will adopt a design that meets advanced international standards by focusing on quality production, improving efficiency, lowering cost, saving energy and protecting the environment

The craft brewery will deploy intelligent equipment and management system to enable smart manufacturing with the aim to become the first smart craft brewery in China and an advanced smart craft brewery in the world

The craft brewery is equipped with the most advanced solid waste and sewage treatment technology and equipment with high energy efficiency ratio, in line with its energy saving and environmentally friendly design concept





### 雪花啤酒小镇

雪花啤酒街由小尺度街道和独栋商业组成，将充分展现游逛的小镇体验感，是小镇内部的一条“主题街”。





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