



華潤啤酒(控股)有限公司
China Resources Beer (Holdings) Company Limited

(Incorporated in Hong Kong with limited liability)

(Stock Code: 291)

22 April 2016

Dear Shareholders,

Letter to New Shareholders – Election of Means of Receipt of Corporate Communications

In order to protect the environment, China Resources Beer (Holdings) Company Limited (the “Company”) proposes that as a shareholder of the Company you may choose to receive its corporate communications (i) by electronic means through the Company’s website at www.crbeer.com.hk (the “Electronic Communication Option”); or (ii) in printed form. Corporate communications include annual reports, interim reports, notices of meetings and circulars, etc.

The purpose of this letter is to ascertain shareholders’ choice of means of receipt of the Company’s corporate communications.

Please kindly complete Part B of the attached Instruction Slip and return the completed Instruction Slip to the Company’s Share Registrar, Tricor Standard Limited, by facsimile at (852) 2861 1465, by email at crbeer291-ecom@hk.tricorglobal.com or by post using the pre-paid envelope provided.

If you elect the Electronic Communication Option and have specified your email address in the Instruction Slip, we will send you, on the day of issue, an email notification each time new corporate communication is posted on the Company’s website. In case you have not provided your email address, we will notify you by mail instead.

Please note that you may change your choice of means of receipt at any time, free of charge, by completing and returning to the Company’s Share Registrar the instruction slip using any of the above-mentioned methods. A copy of the instruction slip will be sent to you together with future corporate communications or can be obtained from the Company’s Share Registrar.

Shareholders who have opted for the Electronic Communication Option and who for any reason have difficulty in receiving or gaining access to the relevant corporate communication will upon request in writing to the Company’s Share Registrar using any of the above-mentioned methods be promptly sent such corporate communication in printed form free of charge.

If we do not receive your completed Instruction Slip, we will continue to send you corporate communications in printed form until you inform us otherwise.

If you have any queries relating to this letter, please call our Share Registrar’s hotline at (852) 2980 1333.

Yours faithfully,
For and on behalf of

China Resources Beer (Holdings) Company Limited

Lai Ni Hium, Frank

Chief Financial Officer, Executive Director and Company Secretary

Encl.



華潤啤酒(控股)有限公司

China Resources Beer (Holdings) Company Limited

(Incorporated in Hong Kong with limited liability)

(於香港註冊成立的有限公司)

(Stock Code: 291)

(股份代號: 291)

Please complete, sign and return this instruction slip to
the Share Registrar of China Resources Beer (Holdings) Company Limited (the "Company"),
Tricor Standard Limited, by facsimile at (852) 2861 1465, by email at crbeer291-ecom@hk.tricorglobal.com
or by post using the pre-paid envelope provided.

請填妥及簽署下列指示回條，並傳真至(852) 2861 1465、電郵至crbeer291-ecom@hk.tricorglobal.com或以已提供之
預付郵費的信封寄回華潤啤酒(控股)有限公司(「本公司」)股份過戶登記處卓佳標準有限公司。

INSTRUCTION SLIP 指示回條

Part A – To receive printed version of the Circular dated 22 April 2016 (the "Circular"):

甲部—收取二零一六年四月二十二日之通函(「通函」)之印刷本:

- ☐ I/We have chosen to receive the Circular by electronic means through the Company's website but would like to receive them in printed form.
本人/吾等已選擇透過本公司網站以電子方式瀏覽通函，但希望收取其印刷本。

Part B – To elect/change the means of receipt of future corporate communications:

乙部—選擇/更改日後收取公司通訊之形式:

I/We would like to receive the Company's future corporate communications:

關於本公司日後發佈的公司通訊，本人/吾等欲:

(Please tick only one box) (只可選擇一項，請於以下適當的空格加上「✓」號)

- ☐ in printed form; or
只收取印刷本; 或
- ☐ by electronic means in lieu of in printed form.
以電子方式取代印刷本。

My/Our email address:

本人/吾等的電郵地址:

(Please ensure your email address is properly filled in for the purpose of receiving the notification of release of corporate communications)
(請確保填上正確的電郵地址以收取網上公司通訊發佈通知之用)

Name(s) of Shareholder(s) in English

(Please use BLOCK LETTERS)

股東的英文名稱(請以大楷書寫)

Name(s) of Shareholder(s) in Chinese

股東的中文名稱

Registered address of Shareholder(s)

股東的登記地址

Contact telephone number

聯絡電話

Signature(s)

簽署:

Date:

日期:

Notes:

- The above instruction in Part B will apply to all corporate communications of the Company to be sent to you until you inform us otherwise.
- If any shares are held in joint names, all joint holders OR the joint holder whose name stands first on the Company's register of members should sign this form in order for it to be valid.
- Printed version of all the Company's future corporate communications will be available from the Company or its Share Registrar on request in writing to the Share Registrar of the Company. Such corporate communications will also be available on the Company's website at www.crbeer.com.hk.

附註:

- 上述乙部之指示將適用於本公司寄予閣下的所有公司通訊文件，直至閣下另行通知為止。
- 如任何股份以聯名方式持有，則所有聯名持有人或名列本公司股東名冊的首名聯名持有人須於本表格上簽署，方為有效。
- 本公司日後所有公司通訊的印刷本，可透過書面通知本公司股份過戶登記處向本公司或其股份過戶登記處索取。該等公司通訊文件亦載列於本公司的網站(www.crbeer.com.hk)。

PERSONAL INFORMATION COLLECTION STATEMENT

- (i) "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").
- (ii) Your Personal Data is supplied to the Company on a voluntary basis. Failure to provide sufficient information may render the Company not able to process your instructions and/or request as stated in this form.
- (iii) Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, and retained for such period as may be necessary for verification and record purposes.
- (iv) You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing and sent to the Personal Data Privacy Officer of the Share Registrar.

收集個人資料聲明

- (i) 本聲明中所指的「個人資料」具有香港法例第486章《個人資料(私隱)條例》(「《私隱條例》」)中「個人資料」的涵義。
- (ii) 閣下是自願向本公司提供個人資料。倘若閣下未能提供足夠資料，本公司可能無法處理閣下在本表格上所述的指示及/或要求。
- (iii) 本公司可就任何所說明的用途，將閣下的個人資料披露或轉移給本公司的附屬公司、股份過戶登記處、及/或其他公司或團體，並將在可能有需要時於有關期間保留該等個人資料作核實及記錄用途。
- (iv) 閣下有權根據《私隱條例》的條文查閱及/或修改閣下的個人資料。任何該等查閱及/或修改閣下個人資料的要求均須以書面方式郵寄至股份過戶登記處的個人資料私隱主任。