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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)

ANNOUNCEMENT

INSIDE INFORMATION

This announcement is made pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**Securities and Futures Ordinance**”).

The board of directors (the “**Board**”) of China Resources Beer (Holdings) Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) noted that a subsidiary of the Company, convened the 2020 Snow Channel Partner Convention on 18 November 2020 (the “**2020 Snow Channel Partner Convention**”), where participants included distributors and other partners of the distribution channel of the Group. The Board became aware that the Group has inadvertently included in an online visual clip, which was made available on the online video streaming platforms iQIYI (爱奇艺) and NetEase Live (网易直播) during the 2020 Snow Channel Partner Convention, that the net profit of China Resources Snow Breweries Limited (“**CRSB**”), a subsidiary of the Company, for the nine months ended 30 September 2020 (the “**Period**”) amounted to RMB3.83 billion and that sales volume of the sub-premium or above beer products for the Period has increased by 7% when compared with the corresponding period of prior year¹ (together, the “**Relevant Financial Information**”). As the Relevant Financial Information may constitute inside information under the Securities and Futures Ordinance, the Board wishes to publish this announcement to ensure equal dissemination of information to its investors.

The Company has taken measures as soon as the management came to knowledge of the release in order to stop the further circulation of the Relevant Financial Information via the said online video streaming platforms.

¹ For operational performance comparison purpose, sales volume in the corresponding period of the prior year in 2019 included sales volume of the Heineken China between January to April 2019. The acquisition of Heineken China by the Group was completed on 29 April 2019.

In order to prevent unequal dissemination of information relating to the Relevant Financial Information and to provide the investors with more meaningful information, the Company wishes to supplement that the consolidated profit attributable to shareholders of the Company, for the nine months ended 30 September 2020, amounted to approximately RMB3.65 billion. Such information was based on the unaudited management accounts of the Group for the Period.

Please be advised that the performance of the beer business is seasonal in nature and the financial results of the Group for the year ending 31 December 2020 is subject to the financial performance of the Group in the fourth quarter and final audit. The Company will continue to strive to ensure equal dissemination of information of the Group.

Shareholders of the Company and investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
China Resources Beer (Holdings) Company Limited
Lai Po Sing
Executive Director, Chief Financial Officer and Company Secretary

Hong Kong, 19 November 2020

As at the date of this announcement, the Executive Directors of the Company are Mr. Jian Yi, Mr. Hou Xiaohai (Chief Executive Officer) and Mr. Lai Po Sing (Chief Financial Officer). The Non-executive Directors of the Company are Mr. Lai Ni Hium, Frank, Mr. Tuen Muk Lai Shu and Mr. Richard Raymond Weissend. The Independent Non-executive Directors of the Company are Mr. Houang Tai Ninh, Dr. Li Ka Cheung, Eric, Dr. Cheng Mo Chi, Moses, Mr. Bernard Charnwut Chan and Mr. Siu Kwing Chue, Gordon.