

For Immediate Release  
Press Release

## CR C'estbon Rolled Out its Fruit-Flavored Nutritional Drinks, "零帕 0 PA", in the Chinese Mainland



[Hong Kong, 13 April 2010] A subsidiary of China Resources Enterprise, Limited (HKEx: 00291) ('The Company'), China Resources C'estbon Food & Beverage (Shenzhen) Co., Ltd ('CR C'estbon'), has successfully developed and rolled out its fruit-flavored nutritional drinks, "零帕 0 PA", in the Chinese Mainland in order to provide consumers with more diversified and healthy products.

"零帕 0 PA", a health drink that can be consumed regularly, has been developed by CR C'estbon especially for the metropolitans who are susceptible to stress like white-collar workers and students. It was simultaneously launched in six cities, namely Shenzhen, Guangzhou, Changsha, Chengdu, Nanjing and Beijing on 10 April 2010. The Company has planned to introduce the product to consumers in 20 provinces of the country in 2010. According to a management consulting firm, McKinsey & Company, the sales of the functional beverage market in China were RMB\$10 billion by value in 2009, with an expected CAGR of 30% from 2010 to 2015, implying the tremendous growth potential in the market.

"零帕 0 PA" comes in three flavors – Original (Suanzaoren), Peach and Orange – to cater for the taste buds and needs of different consumers. Its name serves as an expression of consumers' experience after consuming the product. "0" stands for zero and "PA" is a unit of measurement for stress. Taken together the name suggests zero stress. "零帕 0 PA" is the first type of stress-relieving fruit-flavored nutritional drinks in the mainland market. The stress-relieving function differentiates it from other beverage products. It facilitates the body's natural regulation rather than functioning as a supplement or stimulant so as to promote a healthy and positive lifestyle.

Managing Director of the Company, Mr. Chen Lang, said, "The rollout of "零帕 0 PA" represents a major step forward for the Company in its further expansion of the beverage business. In the past two decades, CR C'estbon has dedicated itself to establishing an enduring reputation for its major product, the purified water brand "怡寶 C'estbon". It has been well received by consumers and has enjoyed a leading position in the packaged water market of Guangdong Province. The successful launch of "零帕 0 PA" marks a new



chapter in the extension of CR C'estbon's leadership in the segmented beverage market. Leveraging our well-established sales network, we are confident that we will be able to further enhance our product portfolio to help drive business growth and profits.”

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### **About China Resources Enterprise, Limited**

China Resources Enterprise, Limited is listed on the Hong Kong Stock Exchange and is one of the constituent stocks of the Hang Seng Index in Hong Kong. The Group focuses on the consumer businesses in both the Chinese Mainland and Hong Kong, with core activities being retail, beverage, and food processing and distribution.

### **About China Resources C'estbon Food & Beverage (Shenzhen) Co., Ltd**

China Resources C'estbon Food & Beverage (Shenzhen) Co., Ltd is a wholly owned subsidiary of China Resources Enterprise, Limited. Headquartered in Shenzhen, it mainly sells the packaged water of its “怡寶 C'estbon” brand. Since it was founded in 1985, the company, with excellent product quality and service, has become a leading brand in the drinking water market in the Chinese Mainland and remained the first place by market share in Southern China region for several consecutive years. In 2009, its sales reached approximately 1.6 million kiloliters. At present, its sales network covers numerous regions such as Beijing, Tianjin, Shanghai, Jiangsu, Zhejiang, Anhui, Sichuan, Chongqing, Guangdong, Hunan, Hainan, Guangxi, Fujian and Hong Kong.

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