China Resources Enterprise, Limited
&
Chevalier Pacific Holdings Limited

Joint Press Conference

29 June 2010

Great Taste of China with the Perfect Cup
Transaction summary

- China Resources Enterprise, Limited (CRE) has acquired an 80.0% interest in Pacific Coffee (Holdings) Limited (Pacific Coffee) from Chevalier Pacific Holdings Limited (CPHL) for HK$326.6m
- CPHL will retain a 20.0% stake in Pacific Coffee as a partner to CRE
- CRE will leverage its retail expertise and the strong brand equity of Pacific Coffee to further expand Pacific Coffee’s retail network in China

Ownership structure post-transaction

```
China Resources Enterprise, Limited (CRE) 80.0%
  
Pacific Coffee (Holdings) Limited (Pacific Coffee)
  
Chevalier Pacific Holdings Limited (CPHL) 20.0%
```

“Great Taste of China with the Perfect Cup”
Win-win partnership

Goal

BECOME THE #1 COFFEEHOUSE IN CHINA

“Great Taste of China with the Perfect Cup”
Transaction rationale

1. Established coffeehouse with strong brand recognition in Asia
   - Pacific Coffee is a well established business with 83* coffeehouses in its core market of Hong Kong
   - Has won numerous awards from local lifestyle magazines and online portals including “My Favorite Coffeehouse” in 2009 and 2010 by U Magazine and “Best Coffeehouse” in 2009 by openrice.com
   - Was awarded the “IT All Stars Awards” in 2008 for the use of innovative technology solutions for long-term business value by Network World Asia, a regional information technology magazine

*As of June 29, 2010
Transaction rationale (continued)

2 A new revenue stream with large growth potential

- According to Euromonitor, retail coffee consumption in China is expected to grow by more than 35% over the next 4 years, reaching about 45,900 tonnes by 2014
- CRE is well positioned to capture this growth with the Pacific Coffee brand through its expertise in retailing and deep understanding of China’s market
  - CRE can accelerate Pacific Coffee’s retail store network expansion in China through its connections in property development and leasing in China

3 Synergies

- Revenue synergies:
  - Co-location of CRE’s existing (and expanding) retail network and Pacific Coffee stores will result in mutual benefit in terms of foot traffic and revenue
- Cost efficiencies:
  - Other CRE entities such as VOle’ and Vango will enjoy sourcing and supply of food and beverage products from Pacific Coffee’s Kitchen
  - Pacific Coffee stores will benefit from CRE’s logistical capability

“Great Taste of China with the Perfect Cup”
Mutual Benefits and China Strategy

• Pacific Coffee can benefit from:
  • Access to locations within China Resources Group properties that maximise foot traffic and increases brand awareness in China
  • CRE's retail and property development expertise to help facilitate store network expansion and provide more cost efficient rental arrangements
  • CRE’s sourcing ability in terms of supply of seasoning & condiments, fruits and vegetables, dried food, meat and bottled drinks
  • CRE’s managerial and financial strength
  • CRE's current retail formats can also benefit from housing Pacific Coffee outlets on its premises, which will help attract younger customers and increase foot traffic
  • CRE's retail customers can benefit from a more sophisticated lifestyle experience while shopping at CRE's stores

“Great Taste of China with the Perfect Cup”
Overview of Pacific Coffee

• Pacific Coffee is a leading coffeehouse chain in Hong Kong with presence also in Singapore, the Chinese Mainland, Macau and Malaysia.

• Pacific Coffee currently has 95* stores, including 90 owned stores, of which 83 are in Hong Kong, 3 are in the Chinese Mainland and 4 are in Singapore. 5 franchised stores are located across Malaysia, Macau, Foshan and Shenzhen.

• Most of these Coffeehouses are located in prime locations in core commercial, tourist and retail districts.

Owned stores
- Beijing – 2 owned stores
- Shanghai – 1 owned store
- Hong Kong – 83 owned stores (6 in development)
- Singapore – 4 owned stores

Franchised stores
- Shenzhen – 1 franchised store (1 in development)
- Foshan – 1 franchised store
- Macau – 1 franchised store (3 in development)
- Malaysia – 2 franchised stores (1 in development)

*As of June 29, 2010
Overview of Pacific Coffee (continued)

- Pacific Coffee offers an extensive range of premium quality coffee and non-coffee beverages and a comprehensive range of food choices from bakeries and pastries to sandwiches and salads
- Food is supplied through a wholly owned kitchen, which is led by an expatriate trained chef
- Pacific Coffee also sells 21 packaged varieties of world-class Arabica coffee beans, sourced from around the world as well as its own labeled lifestyle-related merchandises

“Great Taste of China with the Perfect Cup”
Overview of Pacific Coffee (continued)

• Besides its retail operations, Pacific Coffee is the sole distributor of renowned Swiss made Jura coffee machines in HK & Macau and distributor of a number of renowned coffee equipment brands including UNIC & Concordia, providing a one-stop coffee solution to corporate clients from rental of coffee machines to supply of high quality coffee beans.

• Pacific Coffee offers catering services with a professional team for business functions and private occasions.

• Committed to serving the Perfect Cup anywhere, anytime, Pacific Coffee developed its international franchise program in 2008 and has successfully expanded its footprint to different corners of the world.

“Great Taste of China with the Perfect Cup”
Win-win partnership

“Both CRE and Chevalier Pacific believe this is a win-win partnership to leverage the existing sophisticated management of Pacific Coffee to explore the huge potential of China’s coffeehouse market.”
- Thank you -
Disclaimer

Data and information contained in this presentation is provided for informational purposes only. Neither China Resources Enterprise, Limited nor any of its subsidiaries shall be liable for any statements contained in, errors in or omission from this presentation, or for any actions taken in reliance on any of the contents herein or the discussion subsequent to this.

This presentation and subsequent discussion may contain forward-looking statements that are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of China Resources Enterprise, Limited about its business and the industry and markets in which it operates. These forward-looking statements include, without limitation, statements relating to revenues, earnings and stock performance. The words “believe”, “intend”, “expect”, “anticipate”, “project”, “estimate”, “predict” and similar expressions are also intended to identify forward-looking statements. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, including but not limited to price fluctuations, actual demand, exchange rate fluctuations, development outcomes, market shares, competition, environmental risks, changes in legal, financial and regulatory frameworks, international economic and financial market conditions, political risks, project delay, project approval, cost estimates and other risks, which are beyond the control of China Resources Enterprise, Limited and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecasted in the forward-looking statements.

“Great Taste of China with the Perfect Cup”