

For Immediate Release

**Press Release** 

CR Snow announces greenfield brewery investment in Heilongjiang Province

[Hong Kong, 4 May 2006] China Resources Snow Breweries Limited (or "CR Snow"), a subsidiary of China Resources Enterprise, Limited (or the "Company") (HKEx: 0291) and a joint venture with SABMiller

plc, announced that it will invest US\$35.3 million in the construction of a new brewery at Harbin City,

Heilongjiang Province. Construction of the brewery has commenced and is expected to complete in 18

months with an initial production capacity of 230,000 kiloliters. The brewery will be used mainly to

produce CR Snow's national brand, "SNOW", targeting the Harbin area and the western region of the

province. CR Snow's existing brewery in Shangzhi, a city in the south-eastern region of Heilongjiang, will

service the eastern part of the province.

Heilongjiang Province reported total beer sales in 2005 of 1.5 million kiloliters and annual consumption

per capita was 39 liters, significantly above the national average of 23 liters. The new brewery will

provide a production, distribution and marketing platform to support the national brand strategy of SNOW

and cater for the increased demand of CR Snow products. Total sales volumes of SNOW brand

increased 47% in 2005 to 1.58 million kilolitres. Over the past two years CR Snow has increased sales

volume by nearly 90% in Heilongjiang Province and has grown its market share in the province to about

20%.

Mr. Mark Chen, Managing Director of China Resources Enterprise, Limited said, "The greenfield plant

further consolidates our position in the north-eastern area of China - the home of the SNOW brand. It

offers an economical and efficient solution to provide the capacity and complements the existing

operations in the area."

Mr. André Parker, Managing Director of SABMiller Africa & Asia, said, "The need to build a brewery to

supply the demand in this key region shows the increasing presence we have in Heilongjiang despite the

other incumbent competitors. This will provide us a perfect base from which we can expand our

successful SNOW brand into Harbin and challenge the competitive environment."

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China Resources Enterprise, Limited

**About China Resources Snow Breweries Limited** 

China Resources Snow Breweries Limited was established in 1994 and is engaged in the production,

sales and marketing of beer and beverages in China. Its shareholders are China Resources Enterprise,

Limited and SABMiller plc. China Resources Enterprise, Limited has a 51% interest in China Resources

Snow Breweries Limited while SABMiller plc holds a 49% interest. It operates about 40 breweries in the

Chinese Mainland with a total sales volume of about 3.95 million kiloliters in 2005.

**About China Resources Enterprise, Limited** 

China Resources Enterprise, Limited is listed on the Hong Kong Stock Exchange and is also traded on

SEAQ International of the London Stock Exchange. It is also one of the constituent stocks of the Hang

Seng Index in Hong Kong and Hang Seng London Reference Index. The Group focuses on the

consumer businesses in both Hong Kong and the Chinese Mainland, with core activities being retail,

beverage, food processing and distribution, textile and property investment.

**About SABMiller plc** 

SABMiller plc is one of the world's largest brewers with brewing interests or distribution agreements in

over 60 countries across five continents. The group's brands include premium international beers such

as Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as an exceptional range of

market leading local brands. Outside the USA, SABMiller plc is also one of the largest bottlers of Coca-

Cola products in the world. In the year ended 31 March 2005, the group reported US\$2,194 million pre-

tax profit and a turnover of US\$14,543 million on a UK GAAP basis. SABMiller plc is listed on the London

and Johannesburg stock exchanges.

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