



Innovation in Near Beer

Lena Wang

Innovation Director

Connection with Strategy

Dream: #1 in Asia

Pillar

Brands
Bonding
with
Consumers
& Trade Up

Expansion

Maximize
Strongholds

Sales
Machine

Disruptive
Growth

Operational
Efficiency

Better
World

People
Pipeline

Personal Introduction



Name

Lena Wang

Education

Bachelor of Economics

Hire date

Apr 2007

Working Location

SH HQ

Position

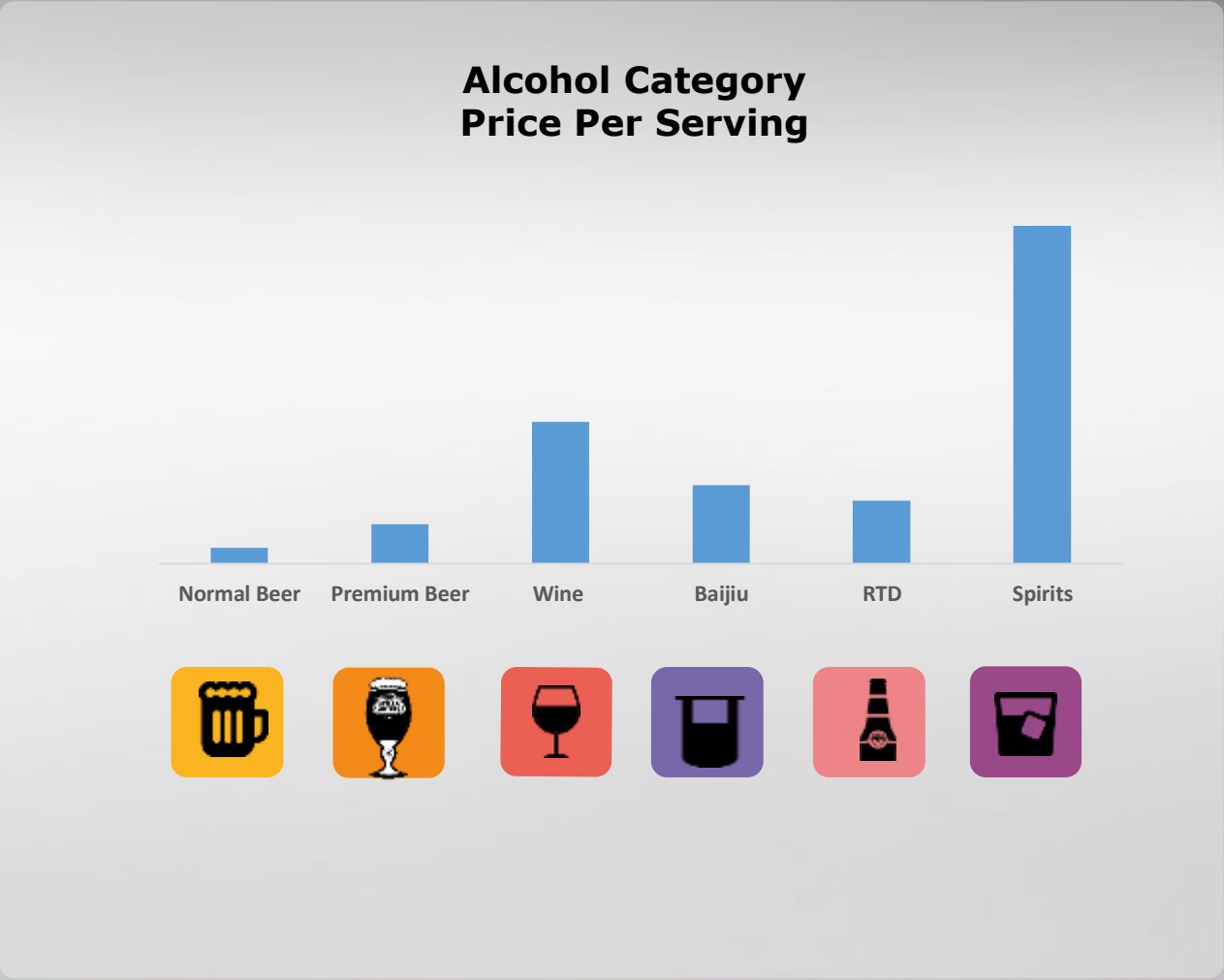
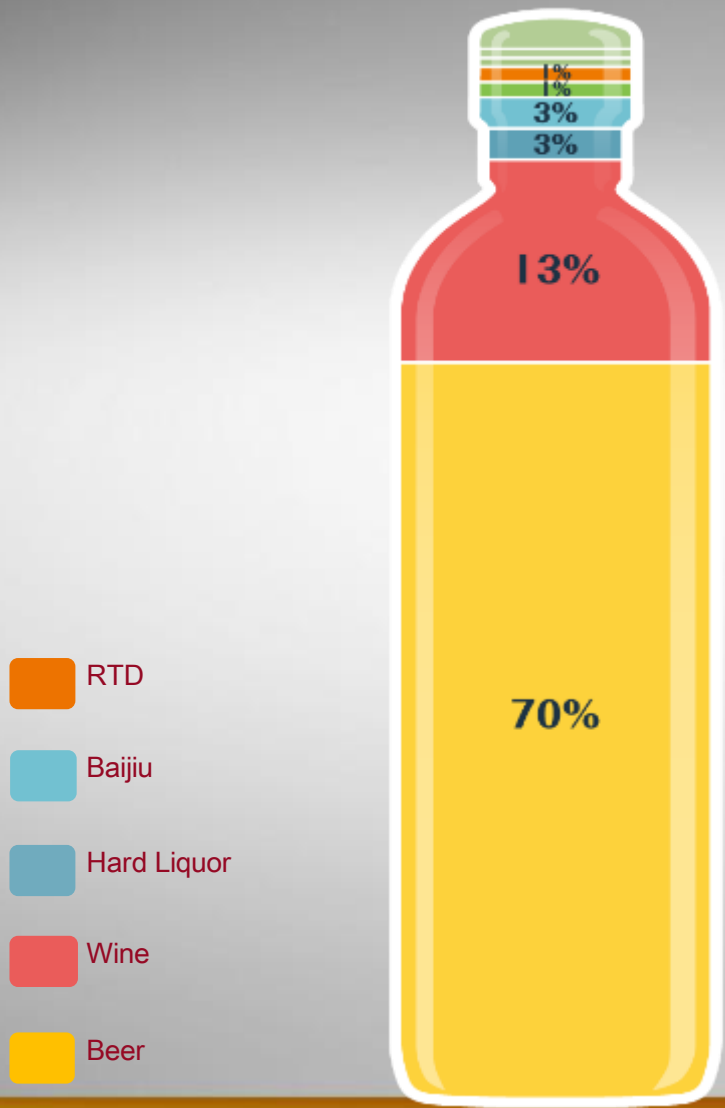
Innovation Director

Career Path

From/To	Funct Area	Position	Key Achievements/Role Description
2011.5-Now	MKT	Innovation director	Lead consumer innovation projects
2009.8-2011.5	MKT	Sedrin Brand director	Lead all Sedrin MKT activates
2008.9-2009.8	MKT	Brand manager for Sedrin & local brands	Work on RR relaunch and Sedrin brand
2007.4-2008.9	MKT	MKT head of Nanjing brewery	Turn around Jinling business and launch Sedrin in Nanjing



Opportunities in Other Alcohol Categories



Explore Opportunities in the Total Alcohol Landscape

Top 2 Growth Driven Platforms

Serving up a great night out

Relaxation & Bonding

Others

YOUNG ADULTS (LDA)

Beer



**MIXX
TAIL**
魅夜

Others

BEYOND BEER

Beer



JA
苹果酒

A romantic couple is shown in a close embrace. The woman, on the left, is seen in profile, her face partially obscured by the man's hand. The man, on the right, is looking down at her with a gentle expression. The background is a soft, out-of-focus green, suggesting a tropical or garden setting. Several lemon slices and green leaves are scattered around the couple, adding to the fresh and romantic atmosphere. The overall color palette is dominated by various shades of green, with a warm, golden light filtering through the scene.

MIXX TAIL

魅夜

Our Opportunity

Strong Route to Market

Fermentation know-how

Brand Building Ability

MIXX
TAIL
魅夜

A clear glass filled with a light-colored, bubbly beverage, ice cubes, and fresh green mint leaves. The background is a soft-focus green, suggesting more foliage.

**MIXX
TAIL**
魅夜

**MIXX
TAIL**

**INTERNATIONAL
PROFESSIONAL COCKTAIL**

Naturally Fermented

Endorsed by Budweiser

MIXX TAIL

魅夜

Professional Cocktail Brand

Inspired by Global Classical Cocktails
6 Flavors



MIXX
TAIL
魅夜

Full Portfolio for Different Channels



MIXX
TAIL
魅夜

Start the Journey in China



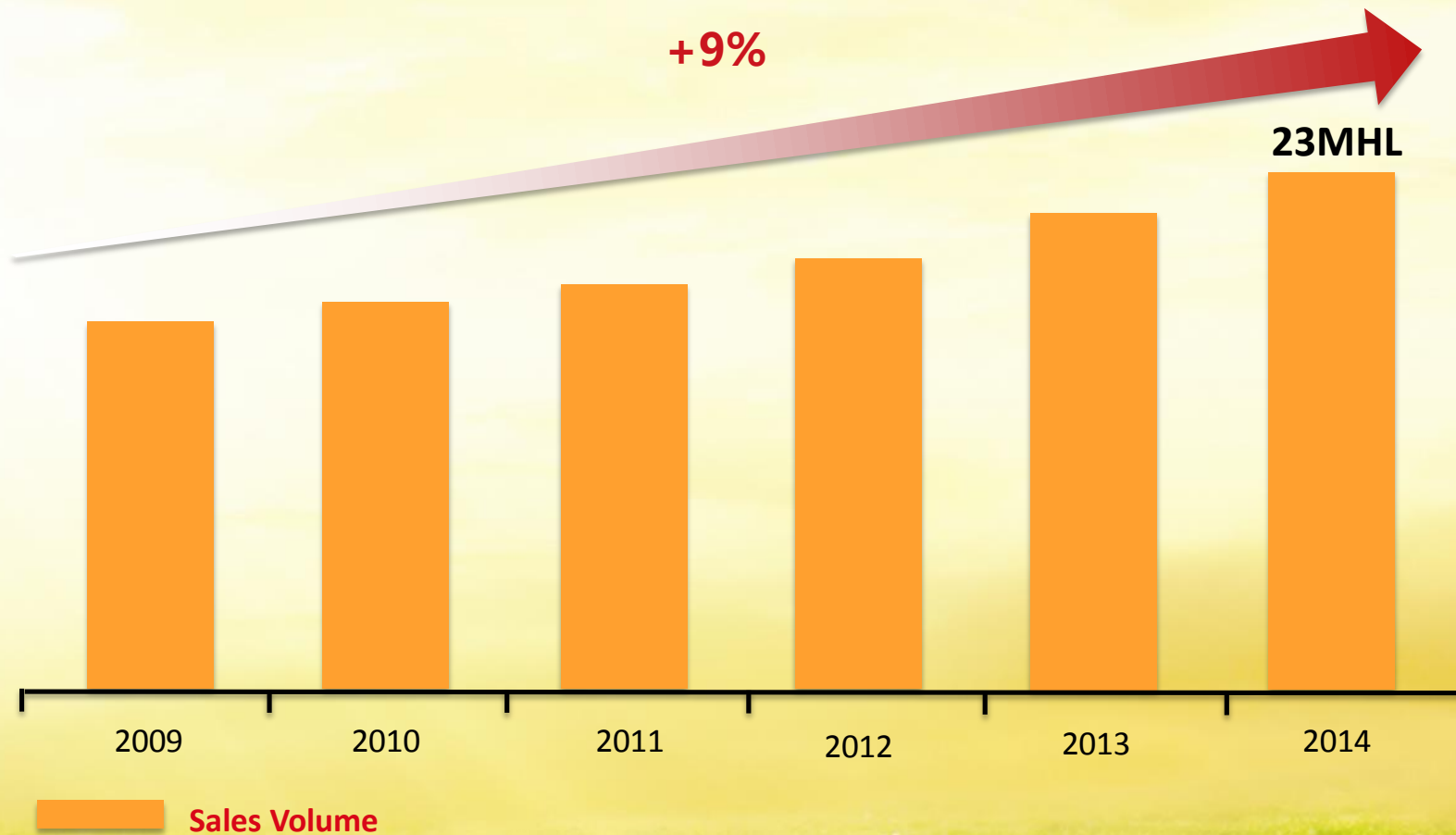


Johnny Appleseed Cider





Cider is Growing Worldwide



* Data is for Cider category in the world



Provide more Choices to Female and Young consumers



Attracts



Female alcohol drinkers



Young alcohol drinkers





Product is Well Accepted by Consumers in Tests

- ✓ All from Apple
- ✓ Naturally Fermented
- ✓ Great Taste





Liquid with 3 Layers of Taste Enjoyment



1 Naturally sweet and sour



2 Smooth taste of wine



3 Crispy bubbles



Suitable for Multiple Occasions



No matter if you are in a

Family party,

or **KTV with friends**

or **personal drinking occasion,**

JA Cider is always your best choice.

Relaxation & Bonding



Young Celebrity Endorsement

JA 苹果酒
全新上市
苹果醇酿

亚洲小天王
马里奥·毛瑞尔
2010年主演的电影《初恋这件小事》引领了一股小清新电影风潮。
2013年主演电影《鬼夫》成为泰国影史上票房最高的电影，并且凭借此部电影获得了第六年 Siamdara 大奖最佳男主角。

自然系女神
陈妍希 (Michelle Chen)
2011年出演电影《那些年，我们一起追过的女孩》，饰演女主角沈佳宜，并凭借该片获得台湾电影金马奖最佳女主角提名。
2013年底拍摄《神雕侠侣》，饰演女一号小龙女。