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**

<table>
<thead>
<tr>
<th>From/To</th>
<th>Area</th>
<th>Position</th>
<th>Key Achievements/Role Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011.5-NOW</td>
<td>MKT</td>
<td>Innovation director</td>
<td>Lead consumer innovation projects</td>
</tr>
<tr>
<td>2009.8-2011.5</td>
<td>MKT</td>
<td>Sedrin Brand director</td>
<td>Lead all Sedrin MKT activates</td>
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<tr>
<td>2008.9-2009.8</td>
<td>MKT</td>
<td>Brand manager for Sedrin &amp; local brands</td>
<td>Work on RR relaunch and Sedrin brand</td>
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<tr>
<td>2007.1-2008.9</td>
<td>MKT</td>
<td>MKT head of Nanjing brewery</td>
<td>Turn around Jinling business and launch Sedrin in Nanjing</td>
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</tbody>
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Opportunities in Other Alcohol Categories

Alcohol Category Price Per Serving

- Normal Beer
- Premium Beer
- Wine
- Baijiu
- RTD
- Spirits

Color Legend:
- RTD
- Baijiu
- Hard Liquor
- Wine
- Beer
Explore Opportunities in the Total Alcohol Landscape

Top 2 Growth Driven Platforms

- **Serving up a great night out**
- **Relaxation & Bonding**

**Others**

**YOUNG ADULTS (LDA)**

**Others**

**BEYOND BEER**

**Beer**

**Others**

**Beer**

- **MIXX TAIL 魅夜**
- **Apple酒 蘋果酒**
MIXX TAIL
Our Opportunity

- Strong Route to Market
- Fermentation know-how
- Brand Building Ability
INTERNATIONAL PROFESSIONAL COCKTAIL

Naturally Fermented

Endorsed by Budweiser
MIXX TAIL

Professional Cocktail Brand

Inspired by Global Classical Cocktails
6 Flavors
Full Portfolio for Different Channels
Start the Journey in China
Johnny Appleseed Cider
Cider is Growing Worldwide

+9%

2009 2010 2011 2012 2013 2014

Sales Volume

23MHL

* Data is for Cider category in the world
Provide more Choices to Female and Young consumers

- Attracts
  - Female alcohol drinkers
  - Young alcohol drinkers

- 630 Million Female
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