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華潤啤酒(控股)有限公司

China Resources Beer (Holdings) Company Limited

(Incorporated in Hong Kong with limited liability)

(Stock Code: 291)

POSITIVE PROFIT ALERT

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the Group's unaudited consolidated management accounts as at 30 June 2021 and the latest information available to the Board, the Group's profit attributable to the shareholders of the Company for the six months ended 30 June 2021 is expected to increase by not less than 100% as compared with that of the corresponding period in 2020.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

This announcement is made by China Resources Beer (Holdings) Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the Group's unaudited consolidated management accounts as at 30 June 2021 and the latest information available to the Board, the Group's profit attributable to the shareholders of the Company for the six months ended 30 June 2021 is expected to increase by not less than 100% as compared with the corresponding period in 2020.

The increase was mainly attributable to: (i) the initial after-tax compensation gain on transfer of the land owned by the Group, which amounted to approximately RMB1.3 billion, pursuant to the Relocation Compensation Agreement dated 22 January 2021 entered into between Shenzhen Runtou Consulting Co., Ltd.* (深圳市潤投諮詢有限公司), China Resources Snow Breweries (China)

Investment Co., Ltd. (華潤雪花啤酒(中國)投資有限公司) and China Resources Snow Breweries (China) Co., Ltd. (華潤雪花啤酒(中國)有限公司), an indirect wholly-owned subsidiary of the Company, details of which are set out in the Company's announcement dated 22 January 2021 and the Company's circular dated 9 March 2021; and (ii) the increase in gross profit due to increase in sales volume and the average selling price of products of the Group.

The information contained in this announcement is only based on preliminary assessment by the Company of its unaudited consolidated management accounts as at 30 June 2021 and other information currently available to the Company and is not based on any financial data or information that has been audited or reviewed by the Company's independent auditors, and may be subject to amendments and adjustments. Details of financial data to be disclosed in the Company's 2021 interim results announcement shall prevail.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
China Resources Beer (Holdings) Company Limited
Lai Po Sing
*Chief Financial Officer, Executive Director and
Company Secretary*

Hong Kong, 19 July 2021

** For identification purposes only*

As at the date of this announcement, the Executive Directors of the Company are Mr. Jian Yi, Mr. Hou Xiaohai (Chief Executive Officer) and Mr. Lai Po Sing (Chief Financial Officer). The Non-executive Directors of the Company are Mr. Lai Ni Hium, Frank, Mr. Tuen-Muk Lai Shu and Mr. Richard Raymond Weissend. The Independent Non-executive Directors of the Company are Mr. Houang Tai Ninh, Dr. Li Ka Cheung, Eric, Dr. Cheng Mo Chi, Moses, Mr. Bernard Charnwut Chan and Mr. Siu Kwing Chue, Gordon.