



An Icon of premium water from Tibet

TIBET WATER RESOURCES LTD
西藏水资源有限公司
(1115.HK)

COMPANY PRESENTATION

APRIL 2016

5100[®]



The image is a conceptual representation of the Earth. A large, transparent glass sphere dominates the frame. Inside the sphere, a city skyline with various skyscrapers is visible, partially submerged in a layer of water. Above the city, the dark silhouette of a world map is superimposed on a lighter blue background. In the foreground, outside the sphere, there is a large, dynamic splash of water with many bubbles, suggesting a recent impact or a powerful force. The overall color palette is dominated by blues and whites, giving it a clean, aquatic feel.

Our Positioning

Our Positioning

Tibet 5100 → Tibet Water Resources
A Water Provider from Tibet



TO SHARE WITH THE WORLD
THE BEST

Our Core Competences



- “China’s High Quality Mineral Water Source”
- Global Bottled Water Congress “Best Still or Sparkling Water”
- Consecutive “Meihua” Awards and “Binghun” Awards

Water Source



Brand Strategy

Quality Control



- Production lines by Krones from Germany
- Bottle injection molding lines by Husky from Canada
- Quality control system by ALECTIA from Denmark



Unique Water Source

Exclusive right to high quality water source



- Exclusive access to a unique glacial spring located **5,100 meters** above sea level in the Nianqing Donggula Mountains of Tibet, the **mineral and microelement-rich water of which** meets both the new PRC National Standards and European Union Standards for natural mineral water
- Under scientific observation for over three decades, water source supply is **stable and abundant**, of which 1/3 (i.e. approximately 1.1 million tonnes) of the total volume can be maximally extracted annually for production and currently less than 100 thousand tonnes are utilized annually subject to sales demands
- Water source is protected by a 60km² **“Water Protection Zone”**

World-class production facilities



- Products are all **bottled at source**. **Production plant adjacent to water source** located in Dangxiong County, Tibet.
- **World-class production facilities** include 4 Germany-imported bottling production lines for PET-bottled water with an annual production capacity of approximately 208,000 tonnes; 1 production lines for glass-bottled water with an annual production capacity of approximately 30,000 tonnes; and 1 production line for 10L barred water with an annual production capacity of approximately 60,000 tonnes.
- Self-production of preforms and caps by Canada-imported preform injection molding lines and cap production lines **ensured product quality**

International quality control standard

- Implemented **international quality control systems** devised by ALECTIA, a leading international industry consultant

Positioned for Rapid Growth



- Sales volume: 103,069 tons
- Revenue: RMB300mn

- Sales volume: 49,045 tons
- Revenue: RMB440mn



中国石油



Our Ambitious Goal

Tibet government aims to build a industry with 5mn tons water output and RMB40bn revenue per year

In 2014, 153,000 tons of drinking water was produced in Tibet and we accounted for 50%+

In 2015, there were 30+ production lines in Tibet and we also accounted for 50%+



Water output in 2014:
153,000 tons

Planned water output in 2020:
5mn tons



Our Products



5100 Glacial Water: Blue Series

- ❖ Flagship product
- ❖ Water from Qumanong Spring with an altitude of 5,100 meters



Recommended retail price in China:

¥7.9 / 330ml

¥9.9 / 500ml

¥16.9 / 1000ml

¥19.9 / 1500ml

5100 Glacial Water: Diamond Series

- ❖ New package launched in 2015
- ❖ Water from Qumanong Spring with an altitude of 5,100 meters



Package and specification :
PET bottle: 330ml and 500ml Glass bottle: 500ml and 1L

5100 Family Soft Bottled Water

- ❖ Disposable vacuum compression barrel
- ❖ Unique water dispensers



Recommended retail price:
¥55/barrel (10L)

5100 Gesang Spring Natural Water

❖ New product released
in 2016



Recommended retail prices:
¥2.8/360ml ¥3.0/550ml

Easy Joy Zhuoma Spring Natural Water



❖ A co-branded product released in 2014 in collaboration with Sinopec



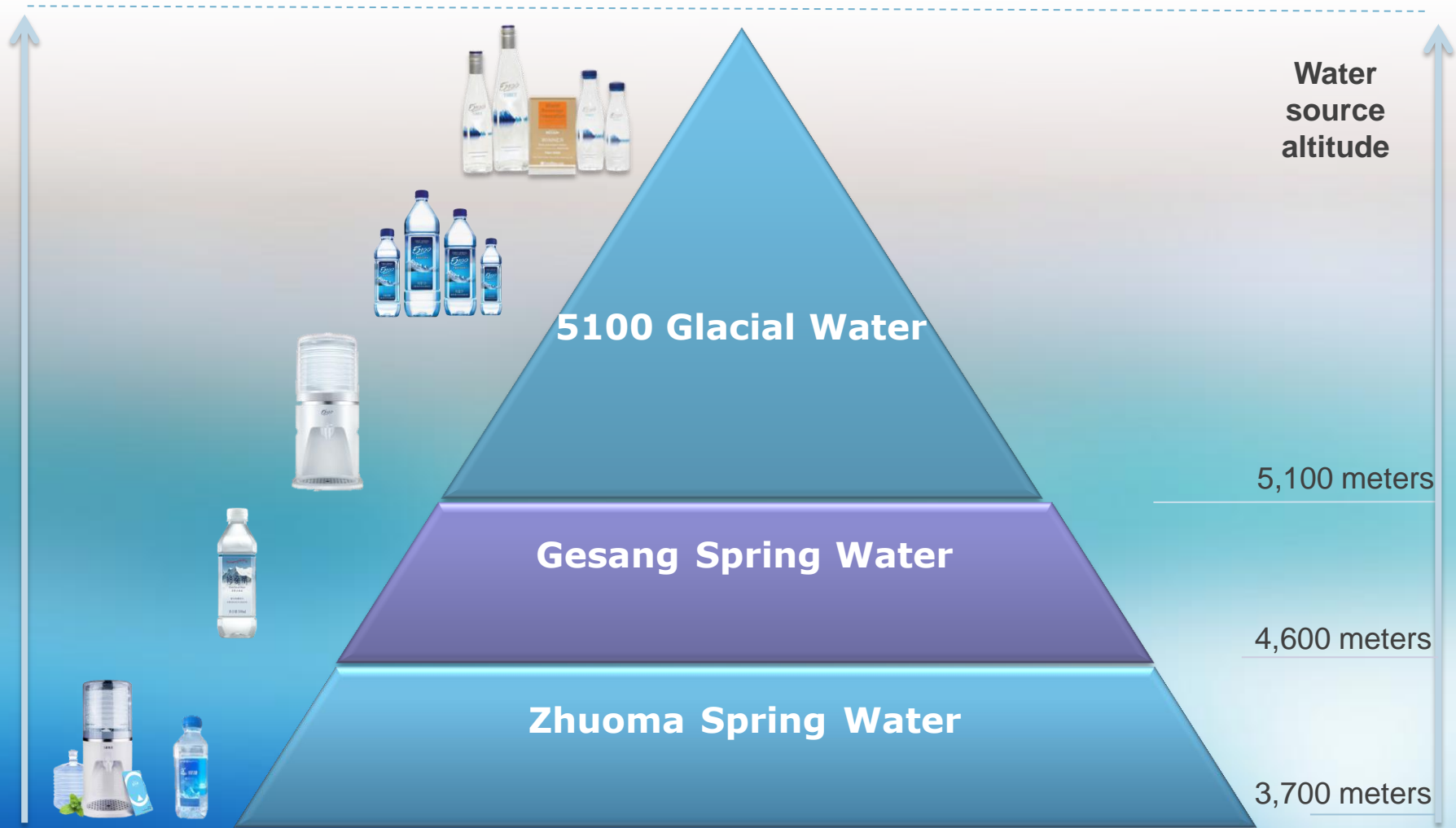
Recommended domestic retail prices:

¥2.0/330ml PET Small Bottled Water

¥4,080 / 12L Barreled Water Set

(60 barrels + 1 water dispenser)

Our Product Portfolio





To Win Through Strategic Partners



Sinopec Easy Joy owns the largest network of chain stores in China, with over 24,000 Easy Joy convenience stores



Marketing Initiatives at Easy Joy



Marketing Initiatives at Easy Joy



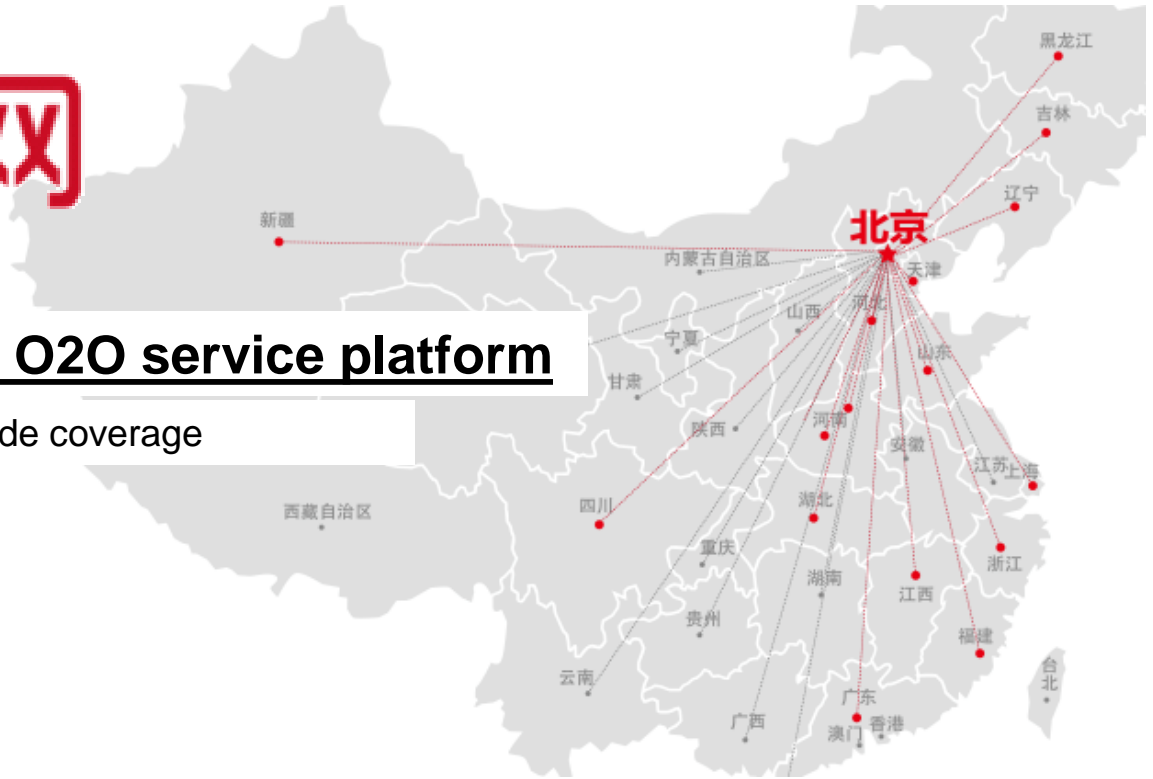
PetroChina





Global leading community O2O service platform

Smart community nationwide coverage



The largest O2O service platform in China

Covering 200,000+ supermarkets in 10+ provinces

30+ distribution centers with thousands of distribution vehicles

China Property Management Association



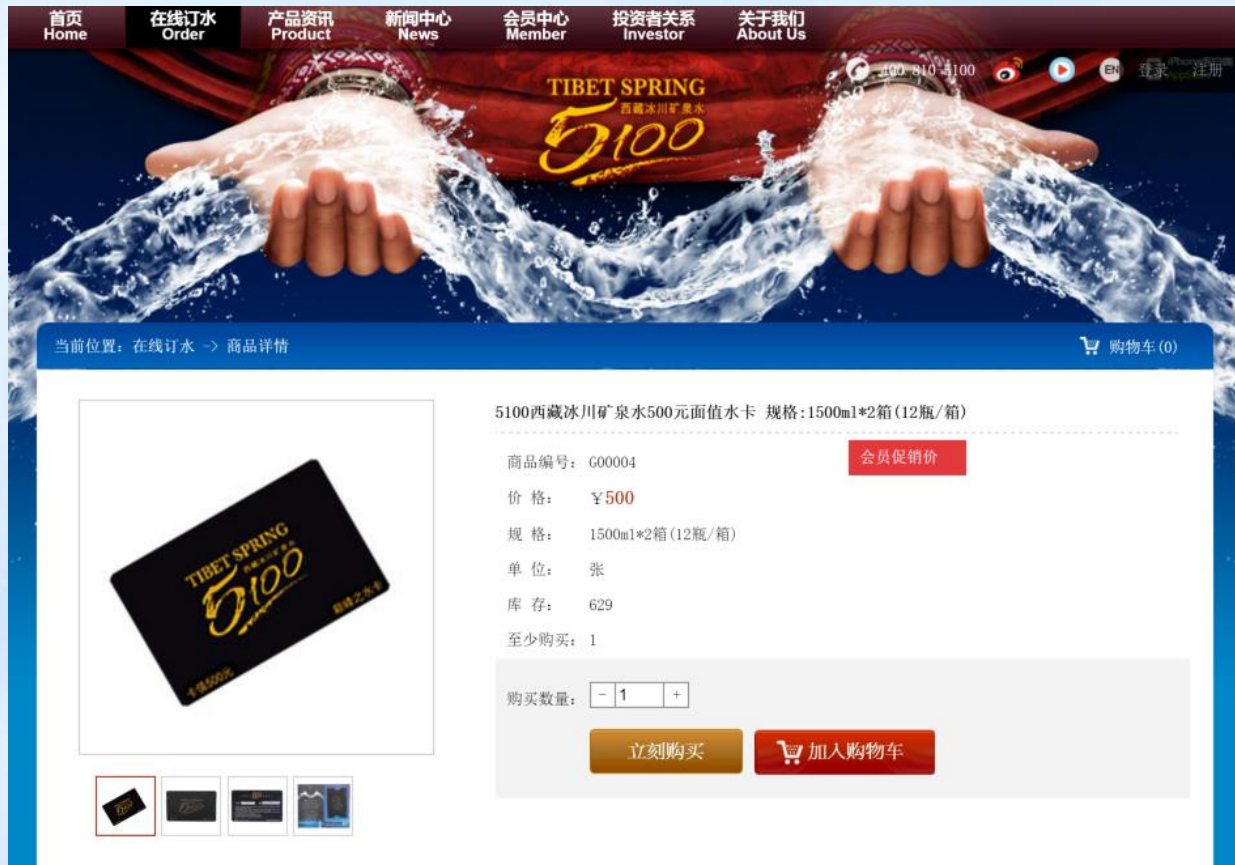


Our Sales Channels

Supermarkets and Convenience Stores



E-commerce Platform



1号店

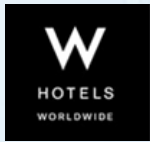
天猫 Tmall.com

亚马逊 amazon.cn

京东 JD.com

银联在线 商城

Hotels



CONRAD
HOTELS & RESORTS™



上海绿地万豪酒店



High-end Restaurants



潇湘甲鱼村

Entertainment Venues

broadway
cinemas
百老汇影城

金逸影城
JINYI CINEMAS

UME
International Cineplex

耀莱成龙国际影城
JACKIE CHAN CINEMA

保利万和国际影城
POLY WANHE INTERNATIONAL CINEMA
—品位生活 从保利影城开始—

星美国际影城
STELLAR INTERNATIONAL CINEPLEX



Entertainment Venues



WORLD'S NO.1 世界第一大球會
MISSION HILLS
觀瀾湖



三亚鹿回头高尔夫球会



青城山高尔夫球会

青城GOLF射擊社區



POLY GOLF CLUB
保利高爾夫俱樂部



叠泉乡村俱乐部
BEIJING CASCADES COUNTRY GOLF CLUB



GUIZHOU RICH ISLAND COUNTRY CLUB
贵州麗島乡村俱乐部



贵阳高爾夫球會
GUIYANG GOLF CLUB

Airports



Airlines



深圳航空



海南航空
Hainan Airlines



AIR CHINA
中国国际航空公司³⁰

Hong Kong Market



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HOTELS & RESORTS™



惠康 wellcome



藏冰川矿泉水

**Branding and
Marketing**

Celebrity Marketing - Lijian

5100
TIBET
SPRING
冰川矿泉水

好水养人, 璀璨人生!

西藏 5100 璀璨冰川矿泉水

每一滴都源自雪域圣洁的冰川 每一滴都滋养纯净的内心
圣洁的水, 滋润纯净的心 健康的水, 润泽八方的人


音乐诗人: 李健





Female Talk Show - Sponsorship



TIBET SPRING
西藏冰川矿泉水
5100



Other TV Programs Sponsorship



江苏卫视

Jiangsu Satellite TV



安徽卫视
ANHUI TV STATION

Anhui Satellite TV



深圳卫视
SHENZHEN TV

Shenzhen Satellite TV



Official Water of National Congress



- NPC&CPPCC Annual Sessions
- 2015 China Economic Media Summit
- 2015 Davos Cultural Soirée
- 2015 Boao Real Estate Forum
- 2015 Chinese Enterprise Global Image Summit
- The 8th International Roundtable of Multinational Corporations' Leaders
- 2015 ICT China High Level Forum
- China International Conference of Shang Shung Culture Studies
- 2015 International Facilitation Forum
- World Association of Chinese Cuisine Press Conference

Sports Event Sponsorship



- 2015 HSBC National Junior Golf Championship
- 2015 Hainan OPEN
- 2015 Blue Bay LPGA
- Italian Super Cup 2015 Shanghai
- 2015 Automobile Shanghai



Beer Business



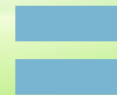
Unique Products



Highland Barley



**Quality water
from Tibet**



**Tibet Highland
Barley Beer**



State patents

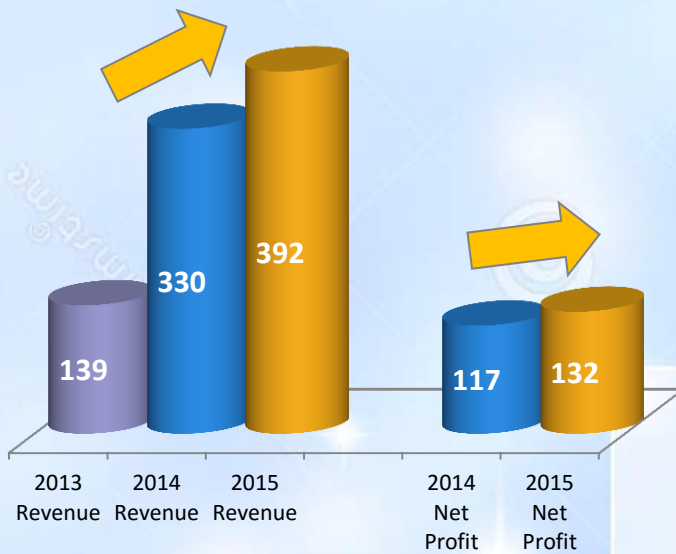


Production capacity: 200,000 tons per year

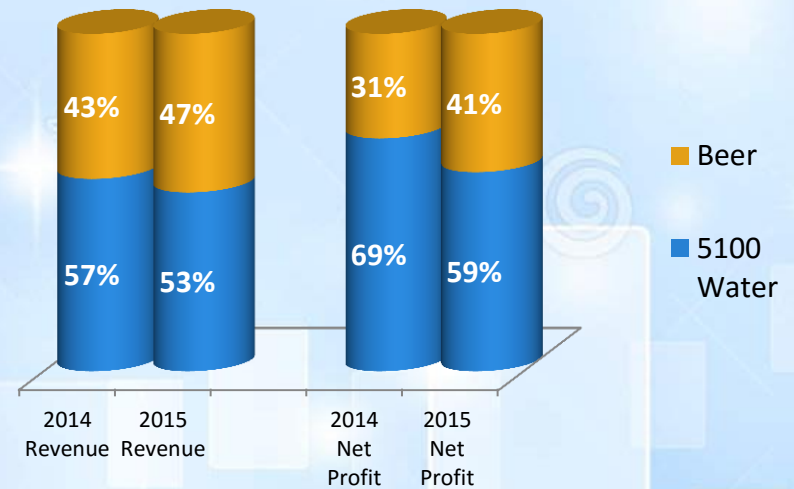
Stable Growth

Stable growth in revenue and net profit

(RMB mn)



Influence on consolidated financial statement



World-class Facilities

Brewing facility

- Tiandi Green uses complete Steinecker beer production line of Germany, including mlung wort Lauter Tun, modular filtration system and CIP
- Steinecker is a subsidiary of Krones, which produces world's leading beer saccharification equipment

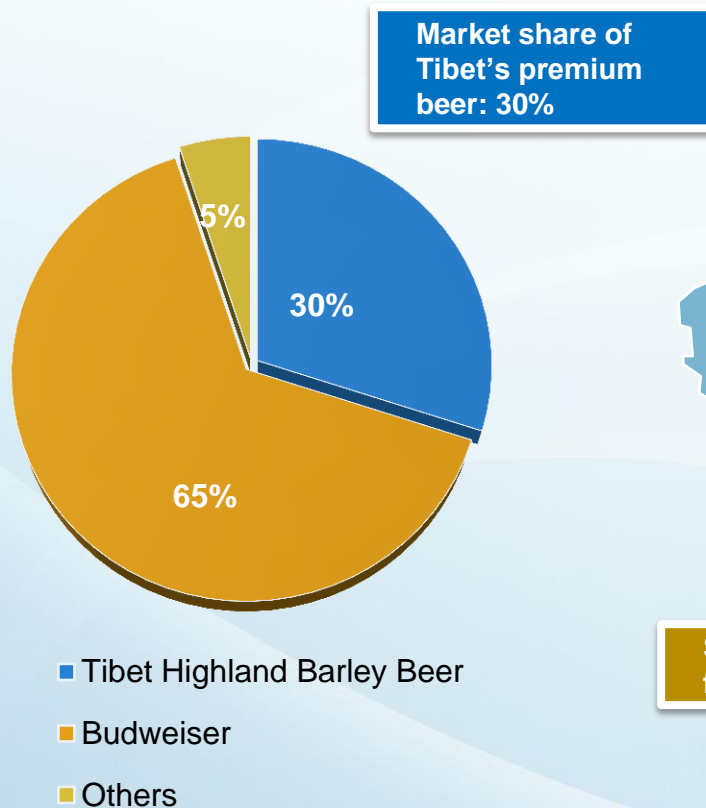


Canning facility

- Tiandi Green bought 3 advanced brewery lines from German Krones:
 - One bottling line for bottled beer
 - Two bottling lines for canned beer
- Current bottling capacity is 200,000 tons/year



Promising Growth Opportunity



Domestic retail price: ¥7.5/355ml can, ¥9.3/500ml glass bottle

THANK YOU

5100®



格桑卓™