



滋养生命活力

伊利股份

YILI 2016 3rd Quarter Results

全球资源，世界品质

伊利新西兰黄金奶源基地

工厂和牧场融为一体，奶源和生产紧密相连

<http://www.yili.com>

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滋养生命活力



关于伊利

About Yili



伊利是**亚洲第一、全球8强**的中国乳品企业。

Yili is the **NO.1** in Asia and global top **8** Chinese dairy company.

伊利是中国**规模最大、产品线最健全**的乳品企业。

Yili owns the largest scale and the most perfect product line in China dairy industry.

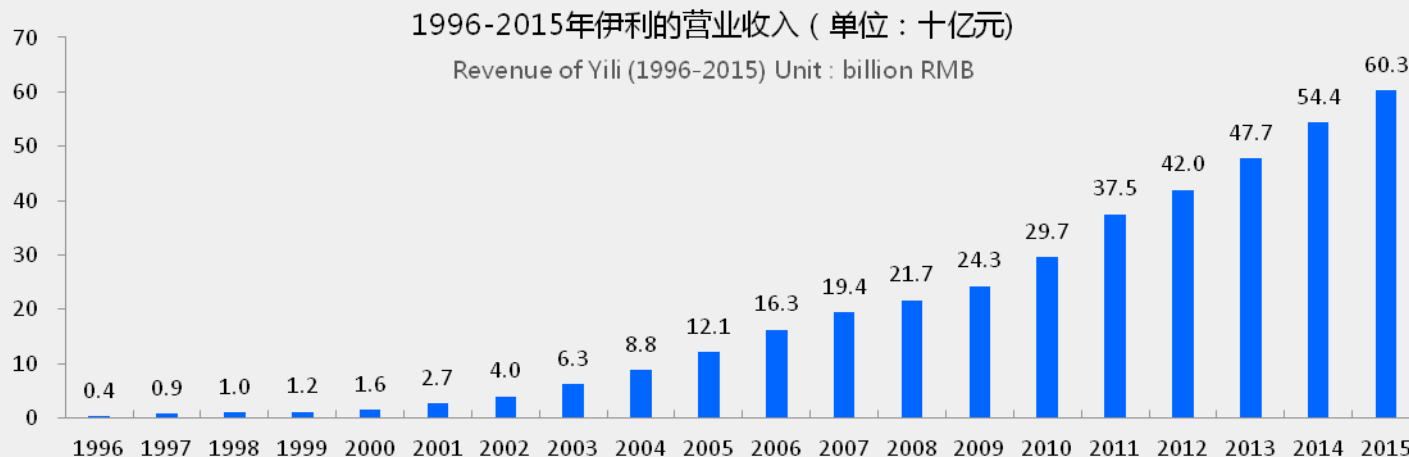
伊利是中国**唯一一家同时符合奥运会及世博会标准**，为2008年北京奥运会和2010年上海世博会提供服务的乳制品企业。

Yili is the unique enterprise in China who conforms to Olympic Standard and World Expo Standard, providing dairy products for both Beijing 2008 Olympic Games and 2010 Shanghai World Expo.



2015财年伊利营业总收入在业内首破600亿大关，达到603.6亿元，同期实现净利润46.54亿元，双双保持两位数增长，并持续稳居亚洲乳业第一。

Yili became the first member of "RMB 60 billion club". Yili has achieved an operating revenue of RMB 60.3 billion Yuan and net profit of RMB 4.6 billion Yuan in fiscal 2015, ranking No. 1 in Asian dairy industry.



数据来源：伊利年报

Data source: Yili Annual Report



董事长寄语

Address from Chairman



在伊利人眼中，世界上只有两种人：一种人是喝牛奶的，一种人是不喝牛奶的，伊利人的使命就是要将这两种人变成一种人，喝牛奶的人——享受牛奶营养与健康的人。

—— 伊利集团董事长潘刚

In my opinions, there are two kinds of people: the ones who drink milk and the ones who do not. My goal is to combine the two kinds of people into one, the ones who drink milk and enjoy the nutritional and healthy lifestyle by drinking milk.

—— Pan Gang, President of Yili Group



领导人简介

Introduction of Leader



潘刚 (董事长、总裁)

Pan Gang, the Chairman and President of Yili Group

2002年成为中国520家重点工业企业最年轻的总裁

By 2002, he was the youngest president among the 520 key industrial enterprises

2005年6月至今，任伊利集团的董事长兼总裁

He has been holding the position of Chairman and President of Yili Group since June 2005

主要荣誉

External Recognition

中国共产党第十七次全国代表大会代表

Deputy of the China Communist Party Congress

全国政协委员

Member of the national committee of CPPCC

全国工商联副主席

Vice-chairman of All-China Federation of Industry and Commerce

中华全国青年联合会副主席

Vice-chairman of the All China Youth Federation

中国青年企业家协会会长

Chairman of Chinese Young Entrepreneurs' Association

中国奶业协会副理事长

Vice-chairman of Dairy Association of China

中国欧盟协会副会长

Vice-chairman of China - EU Association

享受国务院特殊津贴

President Pan enjoys the special allowance of the State Council





领导人简介

Introduction of Leader



主要荣誉

External Recognition

2016年，联合国可持续发展顾问委员会成员

2016, Member of UNDP Private Sector Advisory Board

2011年，亚太绿色经济杰出领袖奖

2011, Outstanding Asia-Pacific Green Economy Leader

2010年，亚太杰出商业领袖

2010, Outstanding Business Leader in Asia-Pacific Region

2010年，改变中国的商业力量企业领袖

2010, Business leader in Power of Changing China Awards

2009年，2009年度十大华人经济领袖

2009, Top 10 Chinese economics leader

2007年，俄中友好最具风采企业领袖奖

2007, China-Russia friendship most elegant enterprise leader

2006年，达沃斯全球青年领袖

2006, Davos Youth Global Leader

2006年，全国五一劳动奖章

2006, National May-1st Labor Medal

2005年，CCTV年度经济人物

2005, CCTV China Annual Economic Figure

2004年，中国青年五四奖章

2004, China Youth May-fourth Medal





管理思想 Management Thinking



“全国织网” & “全球织网” 战略实施

The "national networking" and "global networking" strategy

“精确管理” & “反式创新” 管理思想

The "precise management" and "reverse innovation" management ideas

“奥运” & “世博” 大事件营销理念

The strategic partner of the Olympic Games and the World Expo

伊利始终以“厚度优于速度、行业繁荣胜于个体辉煌、社会价值大于商业财富”的伊利法则，指导企业的每一次成长。

—— 伊利集团董事长潘刚

Accumulation is more important than speed, the prosperity of the industry is more important than the success of individual enterprise, social value is more important than business wealth. That's the value that we hold in every step of our growth.

—— Pan Gang, President of Yili Group

Business activity of company and subdivisions



Detailed information of changing business activity of subdivisions of main company



The given analytical report allows to estimate to the full a current situation both in all company, and in its divisions separately. It will allow to predict more precisely immediate prospects of development dynamics of growth.

As a result of investigation of period to do next: raise a break-even sales level, increase incomes of direct sales, reduce costs to transportation, strengthen sale divisions, carry out personnel training.

财务数据

Financial Data



主要财务指标 Financial Highlights



主要财务指标 Financial Highlights						
人民币 (百万元) RMB(million)	3Q 2015	3Q 2016	增长率 Growth Rate	1-3Q 2015	1-3Q 2016	增长率 Growth Rate
营业总收入 Revenue	15,728	16,085	2.3%	45,879	46,171	0.6%
主营业务收入 Core Business Revenue	15,411	15,943	3.5%	44,685	45,321	1.4%
毛利 Gross Profit	5,446	6,132	12.6%	15,783	17,745	12.4%
毛利率 Gross Profit Margin	35.3%	38.5%	+3.13ppts	35.3%	39.2%	+3.83ppts
营业利润 Operating Profit	968	1,263	30.6%	4,044	4,529	12.0%
归属于母公司净利润 Net Profit Attributable to Owners of the Company	975	1,178	20.9%	3,637	4,390	20.7%
净利率 Net Profit Margin	6.2%	7.3%	+1.13ppts	7.9%	9.5%	+1.58ppts
每股收益(元) EPS (RMB)	0.16	0.19	18.8%	0.59	0.72	22.0%
净资产收益率 ROE	-	-	-	18.7%	20.9%	+2.17ppts

数据来源：公司数据
Source: Company Data

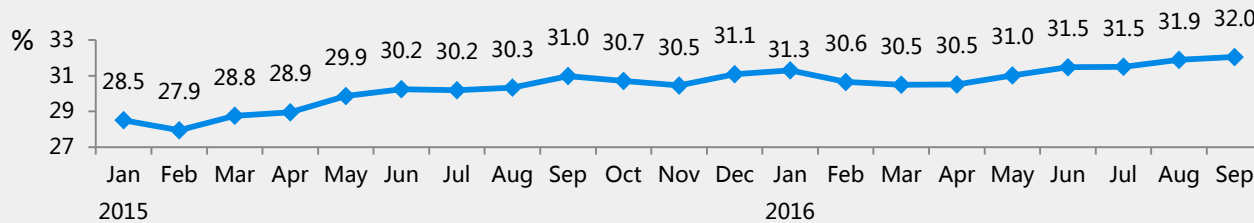


市场占有率 Market Share of Yili



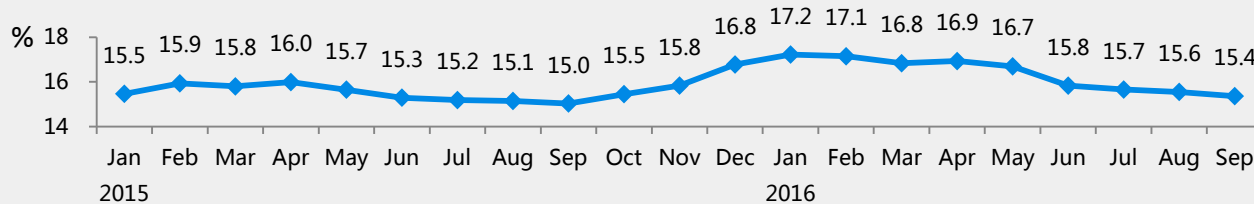
常温

Room Temperature



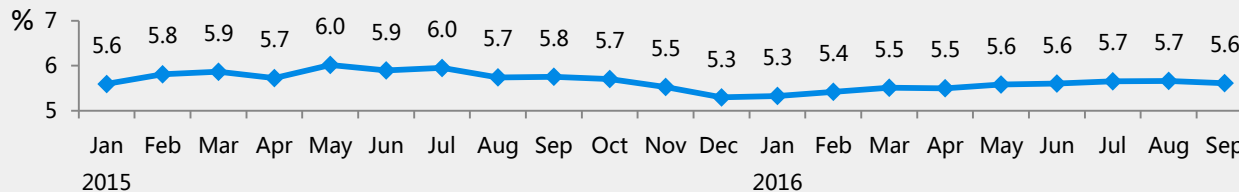
低温

Low Temperature



婴幼儿奶粉

Infant Milk Powder



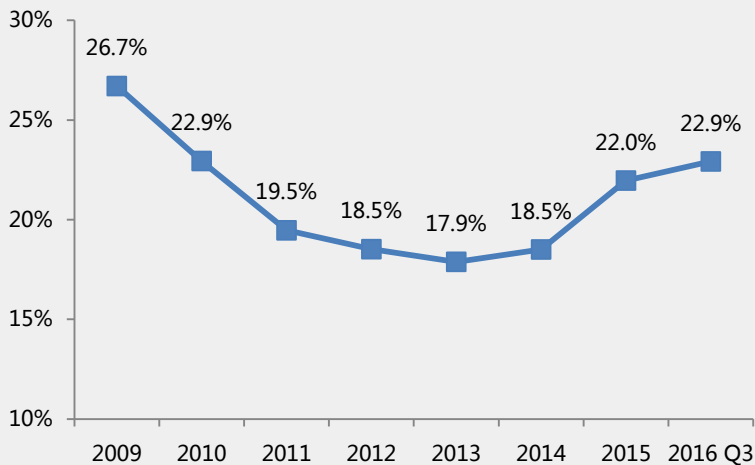
数据来源：AC尼尔森；其中，婴幼儿奶粉未包含电商数据
Source: AC Nielsen; The E-commerce data is excluded from the infant milk powder



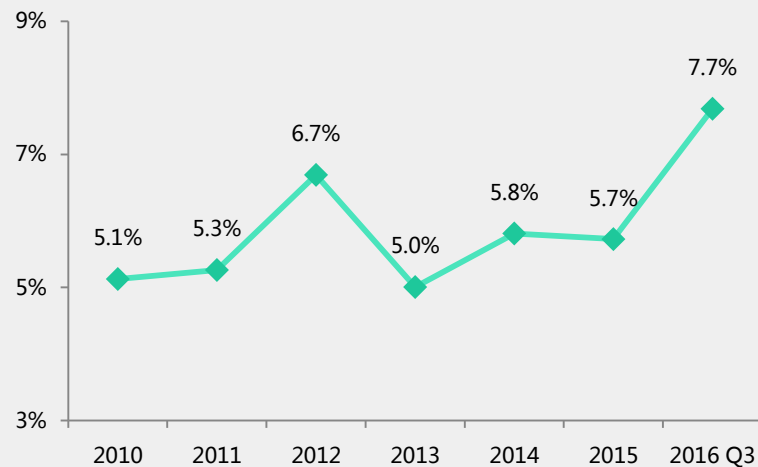
销售及管理费用率 SG&A Ratio



图：伊利股份销售费用率
Selling Expense Ratio



图：伊利股份管理费用率
G&A Ratio



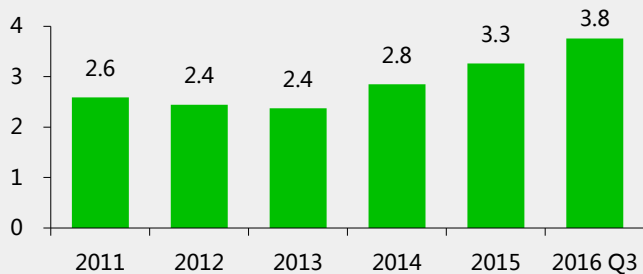
数据来源：公司数据
Source: Company Data



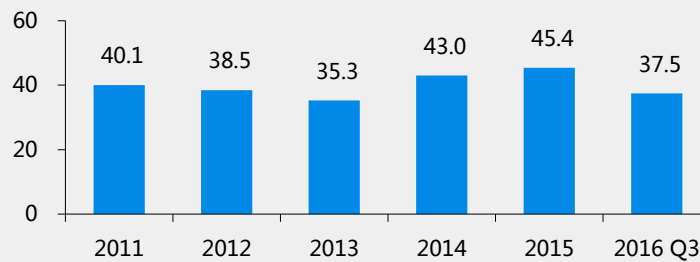
运营效率 Operating Efficiency



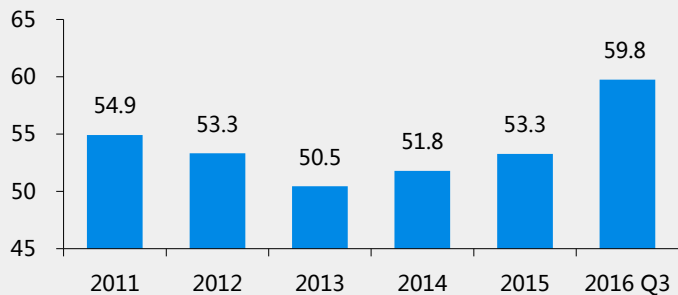
图：伊利股份应收账款周转天数
Receivable Turnover (Day)



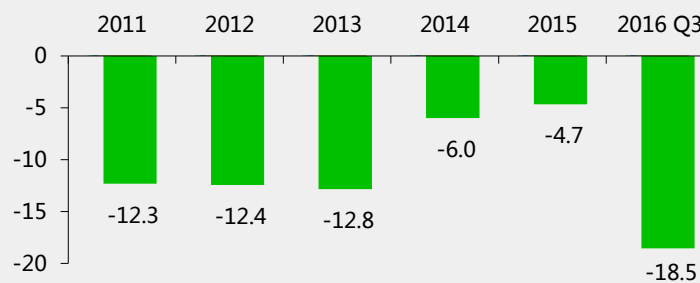
图：伊利股份存货周转天数
Inventory Turnover (Day)



图：伊利股份应付账款周转天数
Payable Turnover (Day)



图：伊利股份现金周转天数
Cash Turnover (Day)



数据来源：公司数据
Source: Company Data

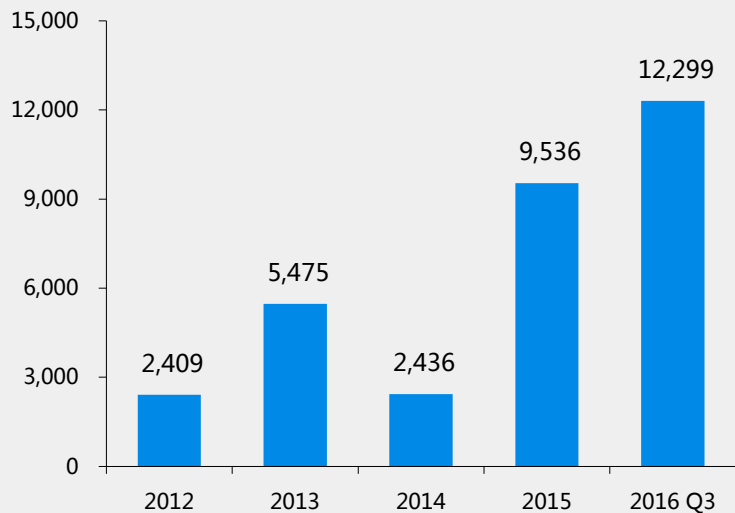


现金流和资本开支 Cash Flow and Capital Expenditure



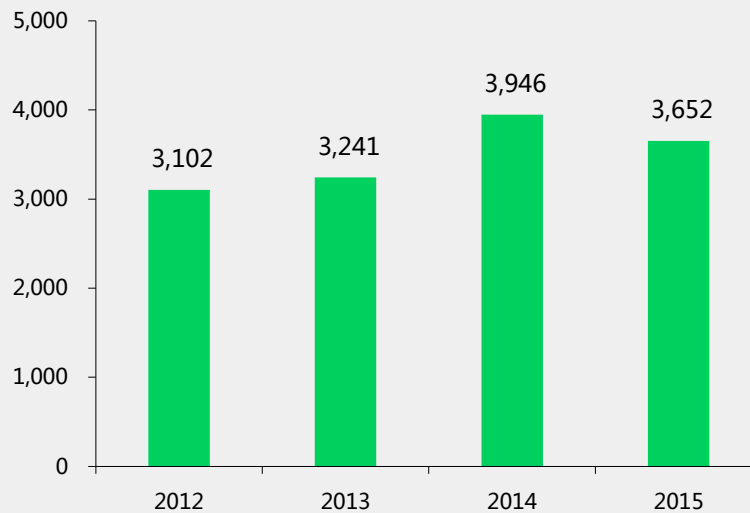
图：伊利股份经营性净现金流（单位：百万元）

Net Cash Flow from Operating Activities (million)



图：伊利股份资本开支（单位：百万元）

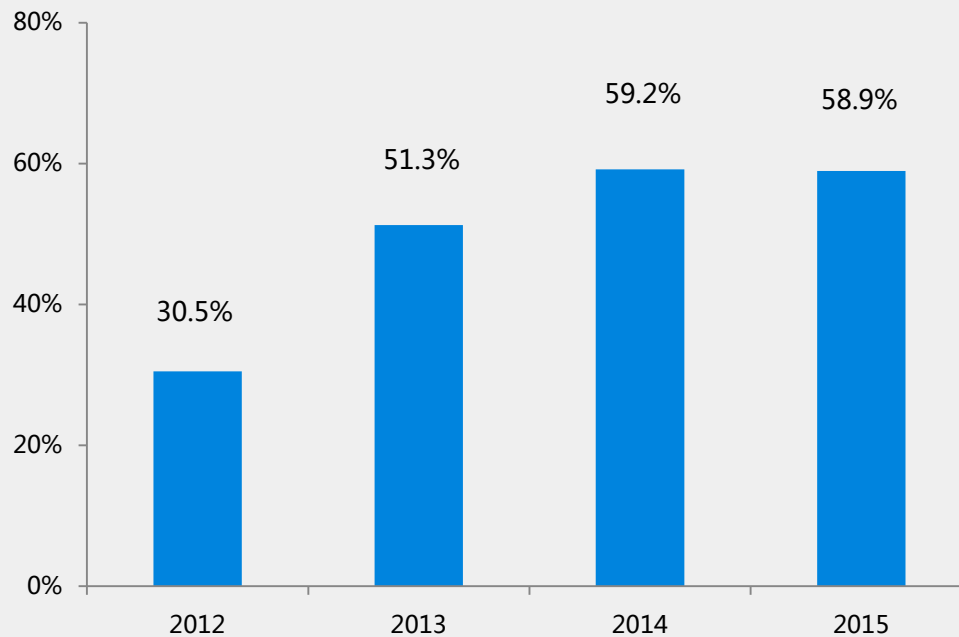
Capital Expenditure (million)



数据来源：公司数据
Source: Company Data



分红率稳步提升 Stock Dividend Rate



数据来源：公司数据
Source: Company Data



2016年 公司计划

2016 Company Plan



营业总收入实现630亿

Total revenue to reach 63 billion

利润总额实现60亿

Total profit to reach 6 billion



2016年 公司部署

2016 Company Deploy

1

升级质量领先战略，强化食品安全与生产安全管理

Upgrade the leading quality strategy, enhance the food safety and production safety management

2

以创新和国际化为突破，推动公司整体业务持续健康增长

Driving through innovation and globalization, promoting healthy and sustainable increase of company's business

3

以“精准营销、精益运营、精确管理”为目标，加强并夯实核心经营能力

Set "accurate marketing, perfect operation, precise management" as goal, enhance core operating ability



企业文化和 品牌理念

Culture and Brand
Concept



信条

Belief

伊利即品质

"Yili" represents the highest quality

- **视品质如生命。（最高准则）**
Quality is as precious as life itself. (based on the highest principles)
- **100%用心，100%安全，100%健康。（最高标准）**
Quality represents 100 percent devotion, 100 percent attention to safety, 100 percent health-enhancing dedication. (reflecting the most stringent standards)
- **人人都是品质创造者。（最高行为）**
Everyone is a creator of quality. (demonstrating the finest behavior)





愿景 Vision

成为全球最值得信赖的健康食品提供者

Becoming the most trusted health-food provider around the world

- **为世界提供最优品质的产品和服务**
Delivering the finest products and services to the world
- **倡导人类健康生活方式**
Advocating a healthy lifestyle for the benefit of everyone
- **引领全球行业发展**
Leading the industry's development on the world stage
- **善尽社会责任**
Fulfilling social responsibilities, with diligence and devotion



核心价值观

Core Values

卓越

Excellence



持续超越

Exceeding expectations continuously

担当

Accountability



用心尽责

Whole heartedly embracing responsibility

创新

Innovation



日新日进

Inventing and progressing each and every day

共赢

Win-Win



携手共进

Progressing hand in hand for collective strength and superior results





伊利精神

The Spirit of Yili

伊利人以始终如一的主人翁心态，铸就了具有高度责任心和超强执行力的伊利精神，锻造出伊利人特有的核心竞争力和追求卓越的优秀品质。

With a strong ownership mindset, Yili people molded its unique core competitive advantages, including a spirit of accountability, outstanding execution capabilities, and exceptional qualities in the pursuit of excellence.

- **忠诚守信，重情知恩**
Be loyal, trustworthy, grateful, and value emotions
- **勇于担当，用心做事**
Be courageous in meeting challenges, diligent in overcoming them
- **纪律严明，高效执行**
Be extremely disciplined, highly efficient in execution
- **居安思危，持续创新**
Be vigilant, ever-innovative
- **自律自省，风清气正**
Be self-disciplined and self-reflective fostering a virtuous atmosphere



品牌精髓
Soul of Brand



滋养生命活力

Nourish for Life

是健康食品的提供者，也
是健康生活方式的倡导者

It is the provider of healthy
food and also the advocator
of healthy lifestyle



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谢谢

THANK YOU