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## **WANT WANT CHINA HOLDINGS LIMITED**

**中國旺旺控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 0151)**

### **VOLUNTARY ANNOUNCEMENT**

The board of directors (the “**Board**”) of Want Want China Holdings Limited (the “**Company**”) is pleased to announce that on 2 November 2011, the Company’s indirectly-owned subsidiary, Nanjing Big-Want Foods Ltd. (“**Nanjing Big-Want**”), and Morinaga Milk Industry Co., Ltd. (“**Morinaga**”) entered into a technology licence agreement (the “**Technology Licence Agreement**”) pursuant to which Morinaga agreed to licence to Nanjing Big-Want the use of certain technologies relating to the manufacture of certain chilled products, including yoghurt and other frozen dairy products (the “**Relevant Chilled Products**”). The consideration for the grant of such licence is a lump sum payment and annual royalties based on the turnover of the Relevant Chilled Products produced by Nanjing Big-Want.

Morinaga is a company listed on the Tokyo Stock Exchange with stock code 22640. It was founded in 1917 in Japan and is in the business of manufacturing and selling yoghurt, chilled desserts, milk and other chilled dairy products. The Company hopes that by licensing Morinaga’s technology in relation to the Relevant Chilled Products, it will be able to make use of Morinaga’s wealth of experience and advanced technologies to enter into the chilled products market and develop chilled products tailored to Chinese consumers’ tastes to the benefit of both parties.

By order of the Board  
**Want Want China Holdings Limited**  
**TSAI Eng-Meng**  
Chairman

Hong Kong, 2 November 2011

*As at the date of this announcement, the executive directors are Mr. TSAI Eng-Meng, Mr. LIAO Ching-Tsun, Mr. TSAI Wang-Chia and Mr. CHAN Yu-Feng; the non-executive directors are Mr. TSAI Shao-Chung, Mr. MAKI Haruo, Mr. CHENG Wen-Hsien and Mr. CHU Chi-Wen; and the independent non-executive directors are Mr. TOH David Ka Hock, Dr. PEI Kerwei, Mr. CHIEN Wen-Guey, Mr. LEE Kwang-Chou and Dr. KAO Ruey-Bin.*