



Sino Grandness Food Industry Group Limited

Annual General Meeting 2015

25 April 2016





Important notice

This presentation may contain predictions, estimates or other information that may be considered forward-looking statements. Actual results may differ materially from those currently expected because of a number of factors. These factors include (without limitation) changes in general industry and economic conditions, adverse weather conditions, interest rate movements, cost of capital and capital availability, competition from other companies and venues for sale/manufacture/distribution of goods and services, shift in customer demands, changes in operating expenses, including employee wages and raw material prices, governmental and public policy changes, social and political turmoil and major health concerns, such as the spread of deadly virus. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current view of management on future events. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by law.



Update On Recent Sales & Marketing Activities





Growth Strategies 2016

Key sales and marketing activities included:

- Participating in various trade shows, trade fairs and trade exhibitions
- Promoting indoor and outdoor advertisements
- Having TV advertisements broadcast on CCTV, Shenzhen Satellite & weather reports
- Sponsoring TV shows for 男左女右 (Men VS Women), 鞠说好看 (Ju's Show), 饮食男女 (Romance in the City) and 非正式会谈 (Informal Talks), 中国好声音 (Zhong Guo Hao Sheng Yin)



F&B Tradeshow in Chengdu, Sichuan Province in March 2016

- Garden Fresh participated in the annual China Food & Beverage Tradeshow in Chengdu from March 22 – 26, 2016 and introduced various new products



鲜绿园枇杷汁官方微博



F&B Tradeshow in Chengdu, Sichuan Province in March 2016





F&B Tradeshow in Chengdu, Sichuan Province in March 2016





Introduction of new Garden Fresh's Products in Chengdu Tradeshow

- During the leading trade show, Garden Fresh rolled out new range of beverage products including coconut milk and longan beverages with 10% and 30% juice content.



Coconut Milk



Longan



F&B Tradeshow in Chengdu, Sichuan Province in March 2016

- New design and packaging for yogurt drinks
- Offering multiple flavours



Loquat Papaya, Loquat Strawberry, Loquat Mango, Loquat Blueberry, Loquat Waxberry



Grandness' canned fruits in Chengdu Trade Fair

- Leveraging on our growing distribution network, we are simultaneously investing in resources and efforts to develop and promote our non-beverages brands ie “Grandness & Hao Tian Yuan” labels
- Canned fruits such as peach, pear, coconut , pineapple and mixed fruits





Hao Tian Yuan's Snacks in Chengdu Trade Fair

- Snack items include various nuts, dried fishes, dried shrimps, dried cuttlefish



- New products are introduced in Nanjing trade fair under Garden Fresh
- Our new products including Yogurt drink with five blended loquat flavors



Entrance to trade show



Loquat Papaya, Loquat Strawberry, Loquat Mango, Loquat Blueberry, Loquat Waxberry

- Senior Management of TTA Group & Chairman of Sino Grandness joined the Nanjing trade fair





F&B Trade Show in Nanjing PRC - October 2015

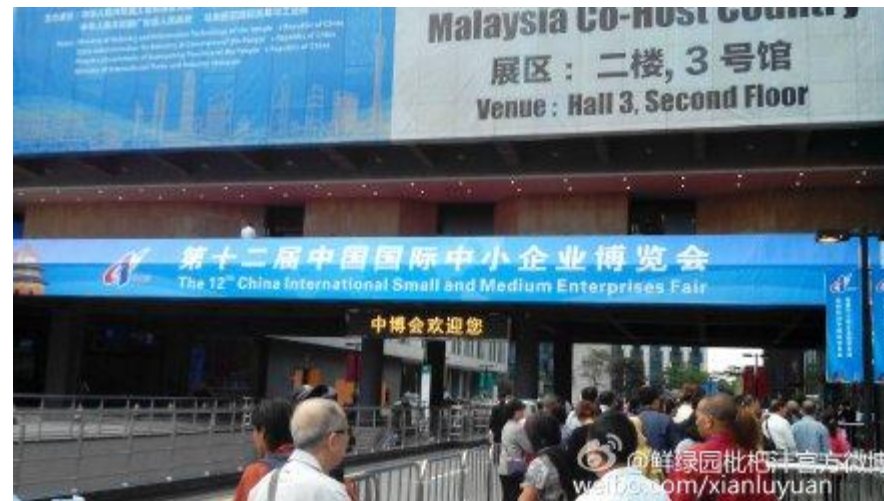
New products launch

- Garden Fresh introduced a “new-and-improved” version of an existing products such as soft packing drink, 30% of juice content for PIPA peach, Icy PIPA, Pistachio & Cashew nut



Guangzhou Trade Fair in October 2015

- Sino Grandness participated the 12th China International Small and Medium Enterprises Fair





Recent advertisements in Hong Kong (Trams on prominent locations eg Causeway Bay)





Recent advertisements in Hong Kong (Trams on prominent locations)





Recent advertisements in Hong Kong (Outdoor Shopping Malls)





Recent advertisements in Hong Kong (Outdoor Shopping Malls)



鲜绿园枇杷汁



Recent advertisements in Hong Kong (MTR)





Recent advertisements in Hong Kong (MTR)





Outdoor advertisements on public transport in Hong Kong



Magazines & Newspapers



Mass Transit Railway



Buses



Outdoor advertisements on public transport in China





Advertisements at high traffic immigration points January 2016 in Guangdong and Guangxi provinces

- Strategic immigration points at Huanggang, Lowu, Futian, Shataokok, Wenjingdu, Fuyong, Shekou and Dongxing





- Title sponsor for the second season of a new series of variety talk show called 非正式会谈 (“Informal Talks”)
- Produced by Hubei Satellite Channel, Informal Talks invites youths from 10 different countries of different age groups and different working experiences to discuss about various topics concerning daily life and childhood
- Aired every Friday 920pm on Hubei Satellite Channel from 11th December 2015
- Can be viewed online at www.letv.com or <http://v.qq.com>







A&P 2016: TV Drama Series Sponsorship (“Romance in the City 饮食男女”) to air from February 2016

- Romance in the City 饮食男女 is a drama series jointly invested by Shenzhen Media Group (深圳广电集团), Media Asia Entertainment Group (寰亚传媒集团), Shanghai Media Group (上海文广集团), Alibaba Pictures (阿里巴巴影业).
- The show will be broadcast by 11 stations in more than 10 cities across China. Additionally, 30 other local broadcast stations have indicated strong interest to telecast the show.
- It is 200 episodes (25min each) and will be aired in first 12 months starting from Feb 2016.





A&P 2016: TV Drama Series Sponsorship (“Romance in the City 饮食男女”) to air from February 2016





A&P 2016: TV Drama Series Sponsorship (“Romance in the City 饮食男女”) to air from February 2016





A&P 2016: TV Drama Series Sponsorship (“Romance in the City 饮食男女”) to air across >20 stations from February 2016

鲜绿园 《饮食男女》播出平台及播出时间

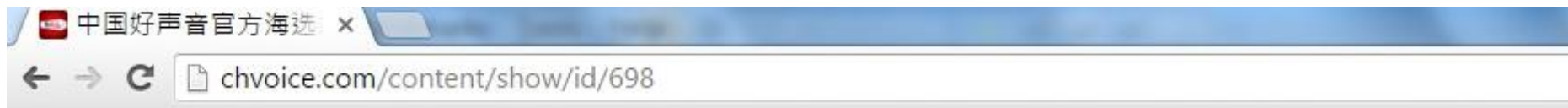
序号	平台	播出频道/时段
1	深圳广电集团	电视剧频道：2月8日-14日（初一至初七）17:47-19:20集中播出，每天四集；之后周播，每周六、日18:25-19:25，每天两集。
2	北京台	饮食频道
3	广州台	生活频道
4	广西台	广西综艺，春节播出
5	黑龙江台	影视频道，周一周二播，每周四集，17:50-18:30
6	湖北台	经视频道22:30
7	南京台	影视频道18:48左右
8	苏州台	文化生活频道20:20-20:50
9	无锡台	都市频道22:30
10	沈阳台	公共社会频道19:30
11	青岛台	都市频道21:00-22:00
12	重庆台	影视频道18:20-19:20
13	河北台	都市频道
14	安徽台	影视频道
15	郑州台	都市生活频道18:00-20:00
16	南阳台	图文频道18:00-20:00
17	信阳台	电视剧频道18:00-20:00
18	许昌台	农业科教频道18:00-20:00
19	新乡台	晴彩频道18:00-20:00
20	三门峡台	图文频道18:00-20:00
21	泰州台	
22	山东东营台	公共频道
23	北京盛世骄阳文化传播有限公司	已购买网络发行版权，目前与视频网站洽谈中。





A&P 2016: Sponsorship of Top Singing Competition Show in China 中国好声音

23-24 April 2016 : Garden Fresh will be the title sponsor for the preliminary rounds of the top singing competition show in China 中国好声音 for the Chengdu leg



鲜绿园2016《中国好声音》全国城市海选成都赛区绿林书院专场开唱

2016《中国好声音》成都赛区城市海选正如火如荼进行中，4月23日-24日好声音成都城市海选将会在龙泉盛大举行，

来踏春游玩的朋友们，千万不能错过来绿林书院和我们一起，为好声音学员加油呐喊！



A&P 2016: Sponsorship of Top Singing Competition Show in China 中国好声音





A&P 2016: Sponsorship of Top Singing Competition Show in China 中国好声音





A&P 2016: Sponsorship of Top Singing Competition Show in China 中国好声音





A&P 2016: Sponsorship of Top Singing Competition Show in China 中国好声音





Corporate Social Responsibility : Chinese New Year event for the elderly in Hong Kong in January 2016





Corporate Social Responsibility : Shenzhen Lion Club event in August 2015





Thank You
www.sinograndness.com

