



北京2022年冬奥会官方合作伙伴
Official Partner of the Olympic Winter Games Beijing 2022

伊利股份 2019年一季度的业绩

YILI 2019 1st Quarter Results



北京2022年冬奥会官方合作伙伴
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关于伊利

About Yili

关于伊利

About Yili



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伊利是**亚洲第一**的中国乳品企业。

Yili is the No.1 dairy enterprise in Asia.

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 complete 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。2017年，伊利签约北京冬奥，成为首家“双奥”健康食品企业。

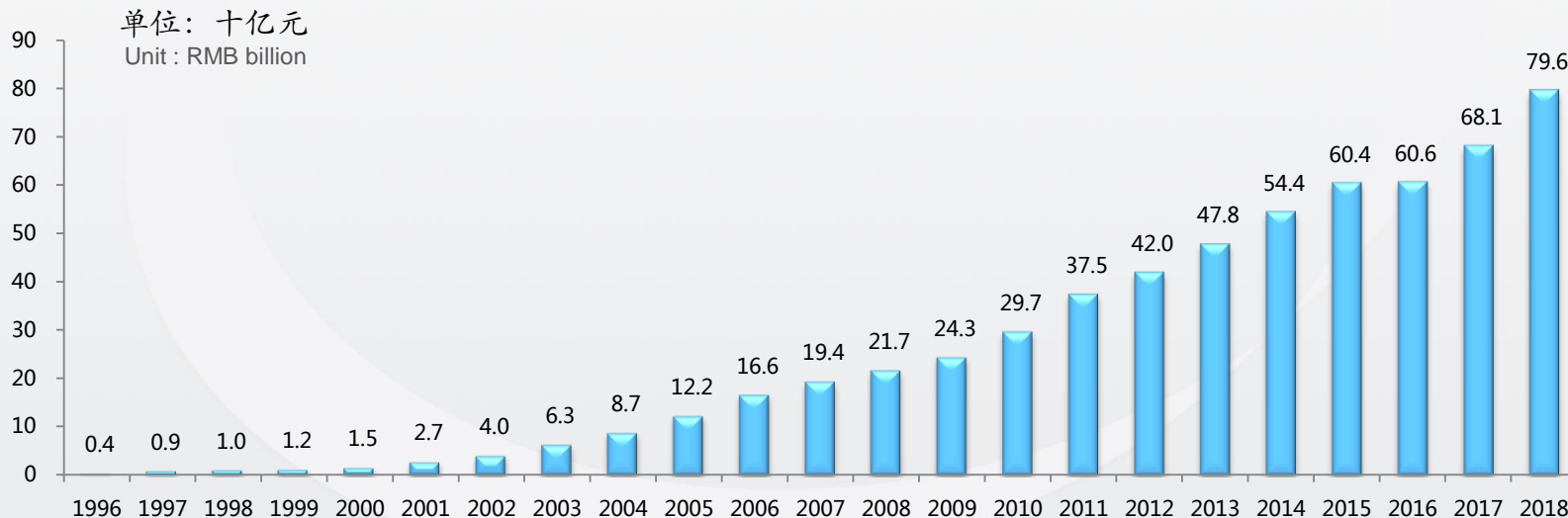
Yili is the sole enterprise in China who conforms to both Olympic Standard and World Expo Standard, providing dairy products for both Beijing 2008 Olympic Games and 2010 Shanghai World Expo. In 2017, Yili became the Official Dairy Products Partner of the Olympic and Paralympic Winter Games Beijing 2022, which made Yili the only healthy food enterprise sponsor for both Summer and Winter Olympics games.

2018年营业总收入达795.53亿元，实现净利润（归属上市公司股东）64.40亿元，双双保持增长，继续稳居亚洲乳业首位。

Total revenues of Yili in 2018 were RMB79.553 billion, and net profit attributable to shareholders of the company was RMB6.440 billion. Both revenues and net profit maintained growth as compared with last year and continued to rank NO.1 in Asia dairy industry.

营业总收入（1996 - 2018）

Total Revenues (1996 - 2018)



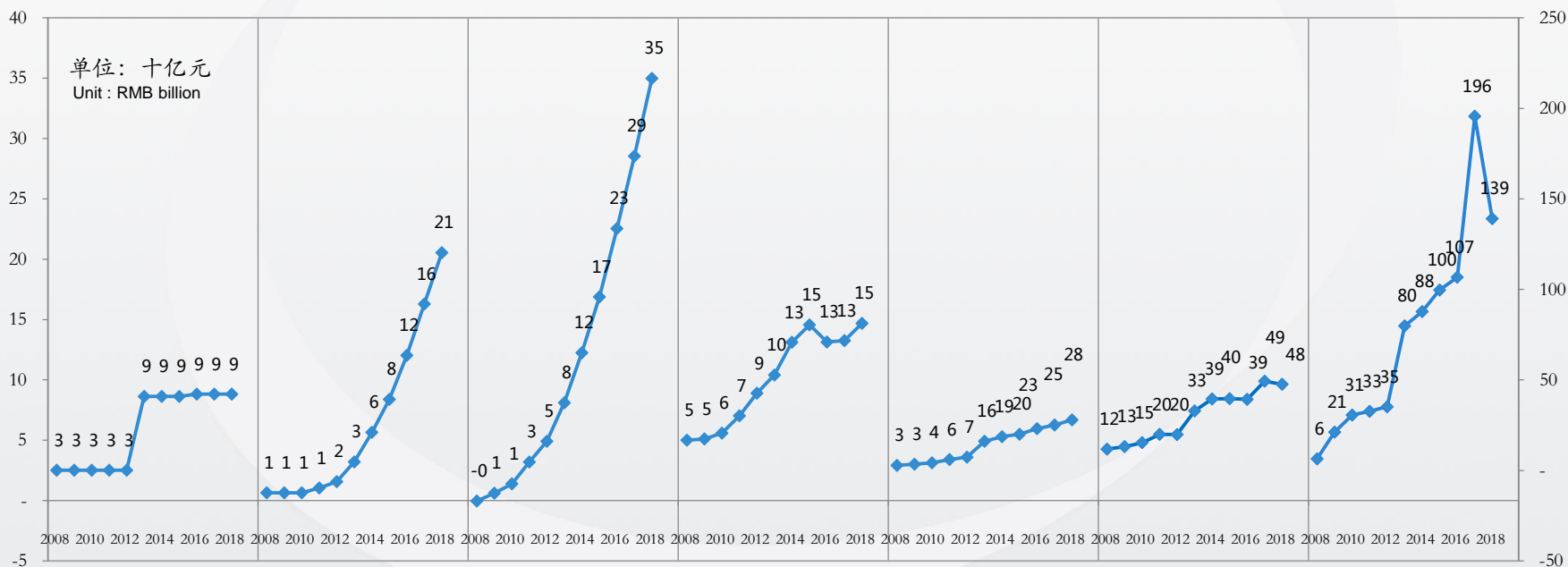
股东回报

Shareholder Return



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累计融资 Accumulated Financing Amount	累计分红 Accumulated Dividends	累计净利润 (归属于上市公司股东) Net Profit Attributable to Shareholders of the Company	固定资产 Fixed Assets	净资产 Net Assets	总资产 Total Assets	市值 (右轴) Market Cap (Right Axis)
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领导人简介

Introduction of Our Leader



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潘刚 (内蒙古伊利实业集团股份有限公司党委书记、董事长、总裁)

Pan Gang, the Chairman and CEO 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

社会职务

Social Positions

- 中国共产党第十九次全国代表大会代表
Member of the 19th national congress of CPC
- 中国企业联合会、中国企业家协会副会长
Vice President of China Enterprise Union and China entrepreneur Association
- 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
- 中国欧盟协会副会长
Vice chairman of China - EU Association
- 中国共产党第十七次全国代表大会代表
Member of the 17th national congress of CPC
- 第十二届全国政协委员
Member of the 12th national committee of CPPCC
- 中华全国工商业联合会第十一届执行委员会副主席
Vice chairman of the 11th executive committee of All-China Federation of Industry and Commerce



领导人简介

Introduction of Our Leader



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主要荣誉

Major Recognition

- 享受国务院特殊津贴
CEO Pan enjoys the special allowance of the State Council.
- 2011年, 亚太绿色经济杰出领袖奖
2011, Outstanding leadership award of Green economy in Asia & Pacific area
- 2010年, 亚太杰出商业领袖
2010, Outstanding business leader in Asia & Pacific area
- 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, The best leader of Russia-China friendship
- 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中国年度经济人物
2005, CCTV China Annual Economic Figure
- 2004年, 中国青年五四奖章
2004, China Youth May-fourth Medal





“全球织网” & “全链创新” 战略实施

The “global networking” and the “along-the-supply-chain innovation” strategy

“品质管理” & “精确管理” 管理思想

The “quality management ” and the “precise management” 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

Solid results matter more than time taken; Industrial prosperity outranks personal glory; Social value takes precedence over business fortune; That's the value that we hold in every step of our growth.

—— Pan Gang , Chairman/CEO of Yili Group

董事长寄语

Address from Chairman



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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, Chairman/CEO of Yili Group



财务数据

Financial Data

主要财务指标

Financial Highlights



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主要财务指标

Financial Highlights

人民币 (百万元) RMB(million)	2017	2018	增长率 Growth Rate	2018 Q1	2019 Q1	增长率 Growth Rate
营业总收入 Revenue	68,058	79,553	16.9%	19,753	23,130	17.1%
主营业务收入 Core Business Revenue	66,801	78,721	17.8%	19,526	23,011	17.8%
毛利 Gross Profit	25,063	29,785	18.8%	7,556	9,196	21.7%
毛利率 Gross Profit Margin	37.5%	37.8%	0.32ppt	38.7%	40.0%	1.27ppts
营业利润 Operating Profit	7,116	7,691	8.1%	2,502	2,739	9.5%
归属于上市公司股东净利润 Net Profit Attributable to Shareholders of the Company	6,001	6,440	7.3%	2,100	2,276	8.4%
净利率 Net Profit Margin	8.8%	8.1%	-0.72ppt	10.6%	9.8%	-0.79ppt
每股收益(元) EPS (RMB)	0.99	1.06	7.1%	0.35	0.37	5.7%
净资产收益率 ROE	25.22%	24.33%	-0.89ppt	8.03%	7.72%	-0.31ppt

注：毛利是主营业务毛利

Note : gross profit is calculated from core business revenues

数据来源：公司数据
Data source: Company Data

市场占有率

Market Share of Yili



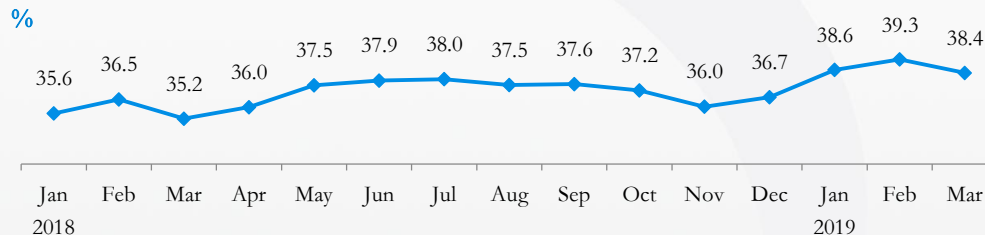
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常温

Ambient Products

一季度市占率 **38.8%**
同比上升 **3.0** 个百分点

The market share of our ambient products was 38.8% in Q1 2019, up 3.0 ppts YoY.

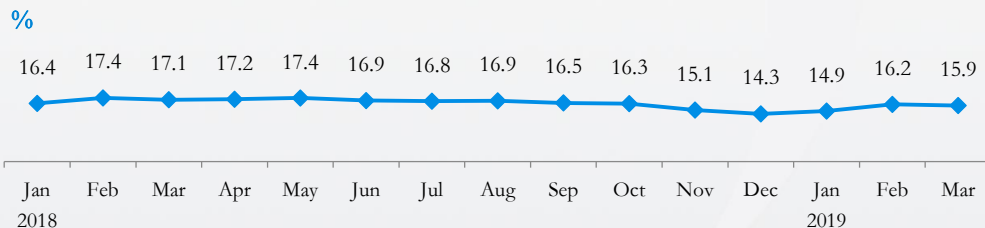


低温

Chilled Products

一季度市占率 **15.7%**
同比下降 **1.3** 个百分点

The market share of our chilled products was 15.7% in Q1 2019, down 1.3 ppts YoY.

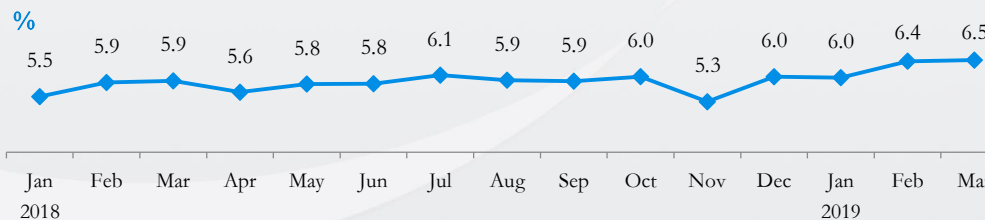


婴幼儿奶粉

Infant Milk Formula

一季度市占率 **6.3%**
同比上升 **0.5** 个百分点

The market share of our infant milk formula was 6.3% in Q1 2019, up 0.5 ppt YoY.



销售及管理费用率

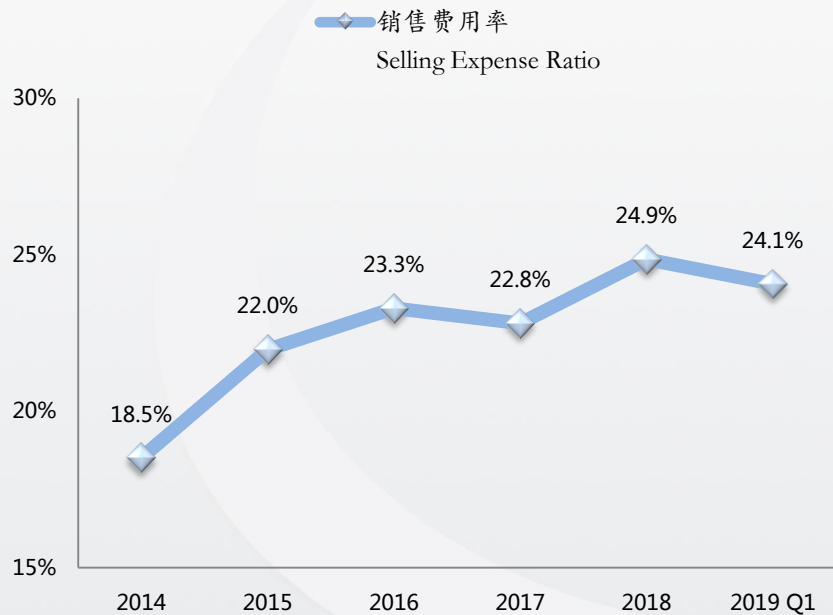
SG&A Expense Ratio



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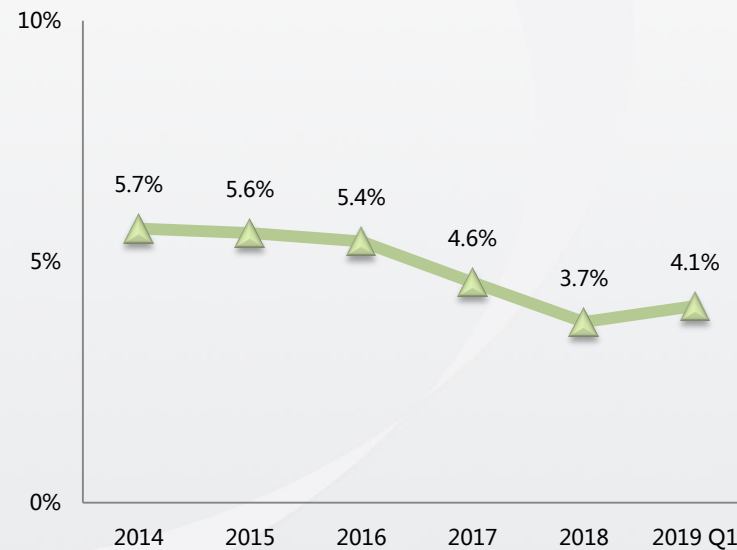
销售费用率

Selling Expense Ratio



管理费用率

G&A Expense Ratio



营运效率

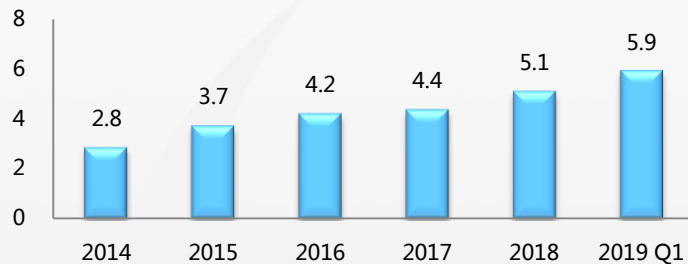
Operating Efficiency



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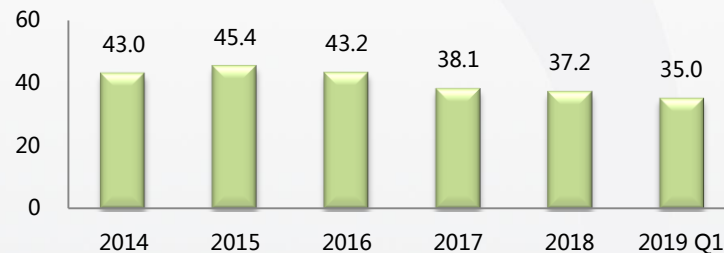
应收票据及应收账款周转天数

Notes Receivable and Accounts Receivable Turnover (Days)



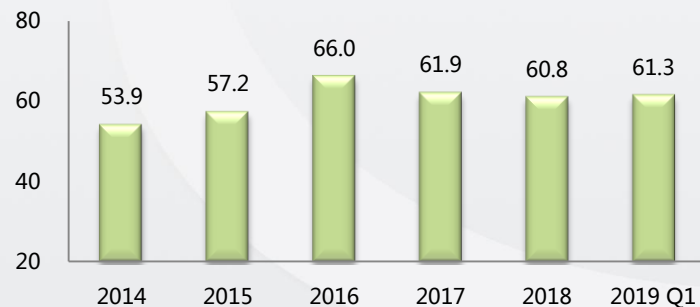
存货周转天数

Inventory Turnover (Days)



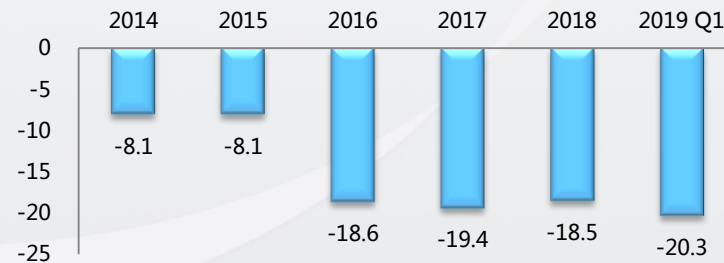
应付票据及应付账款周转天数

Notes Payable and Accounts Payable Turnover (Days)



现金周转天数

Cash Turnover (Days)



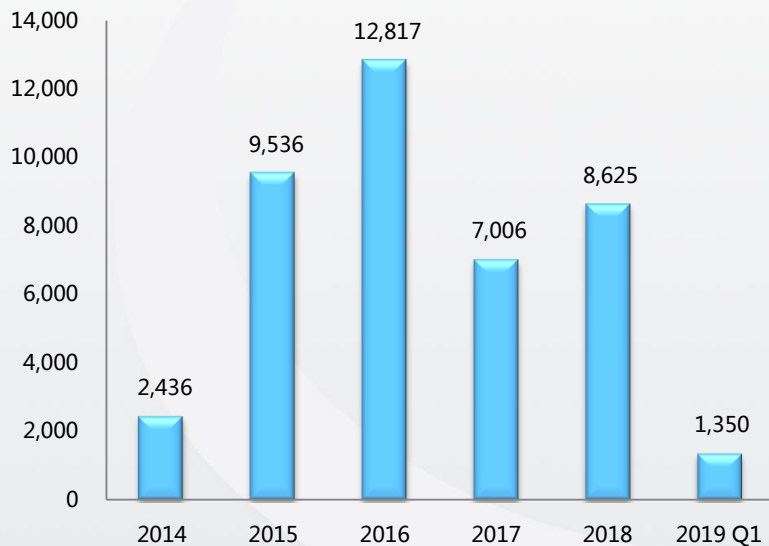
现金流和资本开支

Cash Flow and Capital Expenditure

经营性净现金流

Net Cash Flow from Operating Activities

单位：百万元
Unit: RMB million



资本开支

Capital Expenditure

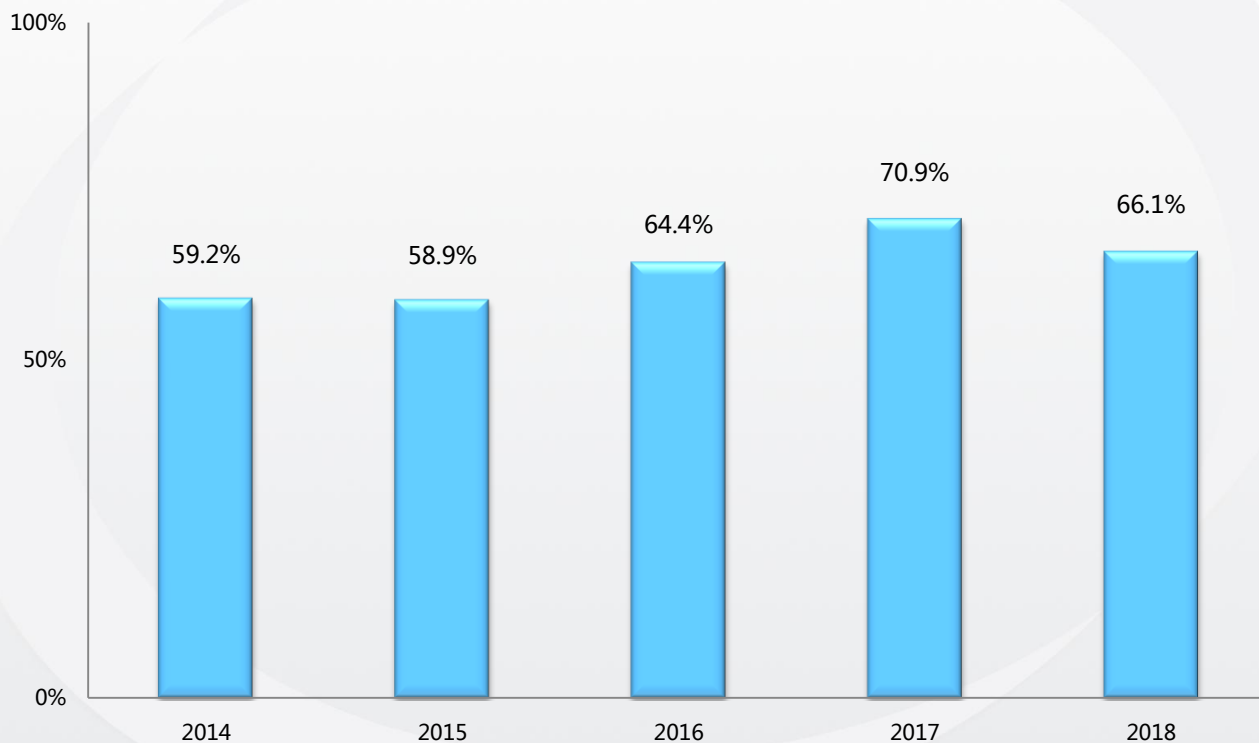
单位：百万元
Unit: RMB million





分红率

Dividend Rate



经营展望

Business Outlook



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2019年 公司计划

2019 Business Outlook

营业总收入实现
900亿

Total revenues to be

RMB 90 billion



利润总额实现
76亿

Total profit before tax to be

RMB 7.6 billion

2019年 公司部署

2019 Company Deployment

1

坚守“伊利即品质”信条，进一步夯实全球领先的全链条端到端质量自主管理体系和高效的风险防控体系。
Yili will adhere to the belief of "Yili represents the highest quality" and continuously enhance the globally leading full-chain end-to-end self-control quality system and efficient risk control system.

2

加快创新步伐，坚持创新引领发展，以满足消费者需求为目的，积极探索全新的产品创新及渠道管理模式，推动公司业务健康持续发展。
Yili will accelerate the pace of innovation to lead the industry and meet the needs of consumers, and actively explore new product innovation and channel management models to promote the healthy and sustainable development of the company's business.

3

坚定走国际化发展道路，通过搭建国际化业务运营管理平台及人才队伍，聚焦并强化国际化业务关键能力，为公司整体业务高效发展提供支持。
Yili will continue to develop international business. Through building an international business operation management platform and talent introduction to strengthen the capabilities of running international business, and provide support for the efficient development of the company's overall business.

4

依托大数据技术，强化信息化建设及应用能力，实现数据驱动下的业务与管理创新。
Relying on big data technology, we will strengthen the capabilities of information construction and application to realize data-driven business and management innovation.

5

继续以“精准营销、精益运营、精确管理”为指导，打造卓越经营能力。
Yili will continue to take "Precise Marketing, Lean Operation and Precise Management" as the guidance to create operational excellence.

6

强化伊利文化的践行与传承，夯实公司基业长青的文化根基。
Company will strengthen the practice and inheritance of Yili culture to enhance the cultural foundation.



企业文化和 品牌管理

Culture and Brand
Management

信条

Belief

伊利即品质

“Yili” represents the highest quality.





愿景

Vision

成为全球最值得信赖的健康食品提供者

Becoming the most trusted healthy food provider around the world.

核心价值观

Core Values

卓越

Excellence

担当

Accountability

创新

Innovation

共赢

Win-Win



企业文化

Our Culture



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伊利精神

The Spirit of Yili

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,
over-innovative

自律自省

风清气正

Be self-disciplined and
self-reflective, fostering
a virtuous atmosphere

品牌精髓

Brand Essence



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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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DISCLAIMER



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— THANK YOU —

谢谢