



New Product Launch



- The new proprietary formulated sport beverages with fruit juice and vitamins under its own brand “**享派 Shiok Party**” has been launched in domestic online and offline channels in November 2020
- Incorporated the concepts of sport and healthy; without synthetic caffeine, preservative free, low level of sucrose; and suitable for consumer groups of all ages



- According to a research report published by Euromonitor International, the sales of energy drink in China through off-site consumption channels recorded a CAGR of **15.0%** from 2014 to 2019. **As one of the fastest-growing segments in FMCG sector**, energy drinks achieved sales of **RMB 42.8 billion** in 2019. The sales are expected to grow to **RMB 53.3 billion** by 2024

- **Refined based on modern nutrition and kinematics theories, and scientific formulation**, it contains taurine, guarana extract, fruit juice and vitamins B as key ingredients that can help activate the energy metabolism of our body, recover physical strength, replenish energy, and fight against fatigue, **It's a healthy beverage that can refresh ourselves quickly and replenish vitamins energy metabolism of our body**

- The Group's scope of business has been expanded to include research and development, production and sales of beverages, **indicating the official opening of a significant blueprint of the Group's beverage business**
- The production bases in Shandong and Yichang are expected to have **an annual designed capacity of the New Beverage of not less than 50,000 tons in the first year**

Latest Research Reports

The launch of “享派Shiok Party” new beverages have received positive response from the market. Cinda International and Guotai Junan Securities have published updated research reports.



BUY rating at target price HK\$1.76

Key points :

- Diversified clientele support OEM business. Own brand Gross Margin rebound on better product and channel mix
- Official launch of sports beverage drink in China was in line with Company's strategy to offer more SKUs and diversify own brand product mix to reduce product seasonality

- Tianyun aims to introduce more fruit types from subtropical region and new fruit products. Production capacities continued to ramp up
- Tianyun's own brand business is growing on the right track and continues to deserve a re-rating in the long run
- The upside catalysts include: 1. Well received market response of new own-brand product. 2. Better than expected sales and market response form sports beverage



BUY rating at target price HK\$1.88

Key points :

- Strong potential in developing new beverage products
- Expecting stronger recovery in 4Q2020-2021
- Steady progress in capacity expansion

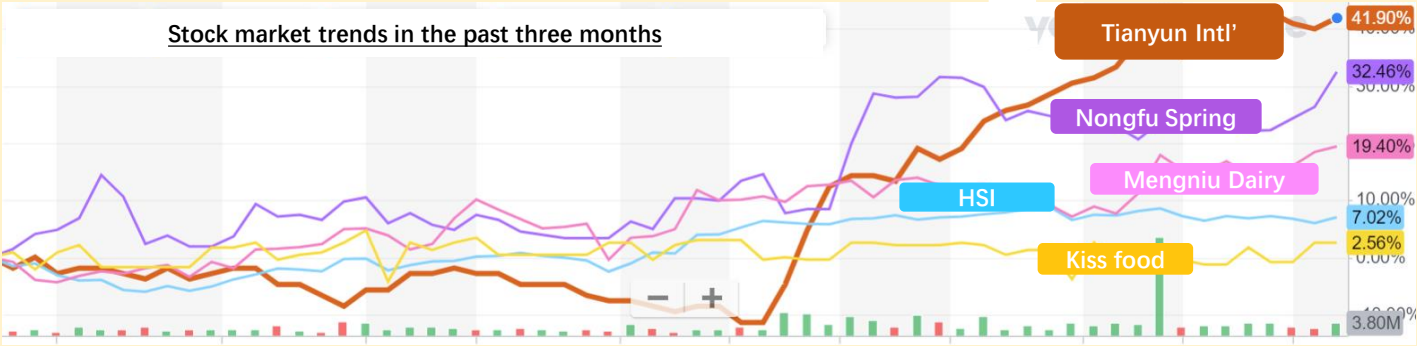
- Seeking opportunities for M&As and strategic partnerships in order to facilitate fast business expansion in the long run
- Solid financial standing, attractive valuation and bright earnings growth outlook





Stock Market Trends in the Past Three Months

Stock market trends in the past three months



- Hang Seng Index rose by 7.02%
- Nongfu Spring rose by 32.46%
- Mengniu Dairy increased by 19.4%
- Kiss food increased by 2.56%
- **Tianyun International rose by 41.9%**

Latest Business Events

Linyi Premium Agricultural Products (Shanghai) Promotion Expo



- Promoted its newly launched Sports Beverages; Exhibited its canned products both online and offline with the theme of Yimeng Mountain and premium agricultural brands

2020 Autumn China Food and Drinks Fair



- Invited to participate in the Expo with approximately 300 food and alcohol companies and 150,000 professional purchasers around the world
- Showcased its Bingo Times new products with natural and premium qualities, and diversified packaging; Many potential buyers and distributors were attracted

1st Linyi Import Commodities Fair



- New Sports Beverages were shown
- Supported by Linyi Municipal People's Government, Provincial Department of Commerce, Provincial Council for the Promotion of International Trade

The 11th National Fitness Run Sponsor



- The Group and its "Shiok Party" were the only beverage sponsor of the National Fitness Run held in the Linyi City during the New Year 2021

Award Winning



- **As one of the food companies with the most complete qualification certifications local and abroad**, the Group continues to maintain all the highest level certifications throughout the year: BRC (A), IFS Food (Advanced), FDA (FSMA), HALAL, HACCP, SC, KOSHER, BSCI and ISO22000 etc.
- Shandong Tiantong Foods was honored **"2020 Consumer Favored Canned Good"** in the 2020 China Canned Food Industry "食全食美·罐藏美味" election campaign organized by China Canned Food Industry Association and related units
- The Group's own brand "Bingo Times" won the 2020 Shandong Quality Brand Certification

Stock Information

Issued Capital	977,462,000
Latest Stock Price	HK\$1.50 (5/1/2021)

