



北京2022年冬奥会官方合作伙伴

<http://www.yili.com>

# 伊利股份 2018年一季度业绩

YILI 2018 1<sup>st</sup> Quarter Results



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# CONTENTS

01 / 关于伊利  
About Yili

02 / 财务数据  
Financial Data

03 / 企业文化和品牌管理  
Culture and Brand Concept



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

# 关于伊利

About Yili





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# 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。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 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. In 2017, Yili became the Official Dairy Products Partner of the Olympic and Paralympic Winter Games Beijing 2022, which made Yili the only sponsor for both Summer and Winter Olympics games.



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# 关于伊利

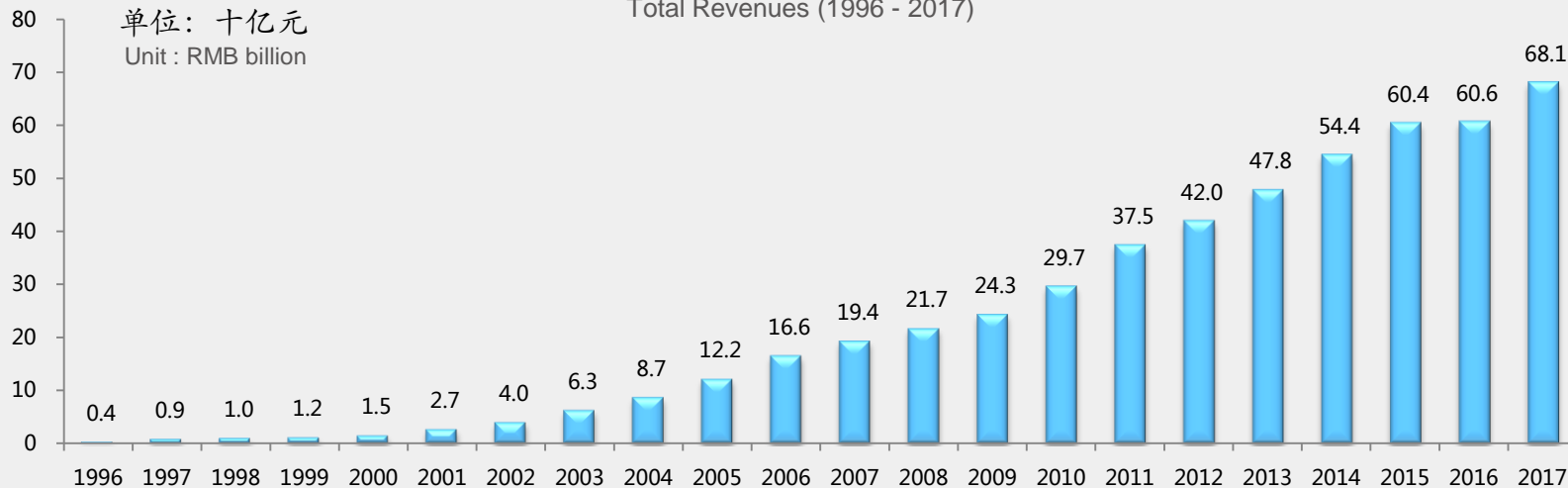
About Yili

2017年营业总收入达680.58亿元，实现净利润（归属上市公司股东）60.01亿元，双双保持增长，继续稳居亚洲乳业首位。

Total revenues of Yili in 2017 were RMB68.058 billion, and net profit attributable to shareholders of the company was RMB6.001 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 - 2017）

Total Revenues (1996 - 2017)



数据来源：公司年报

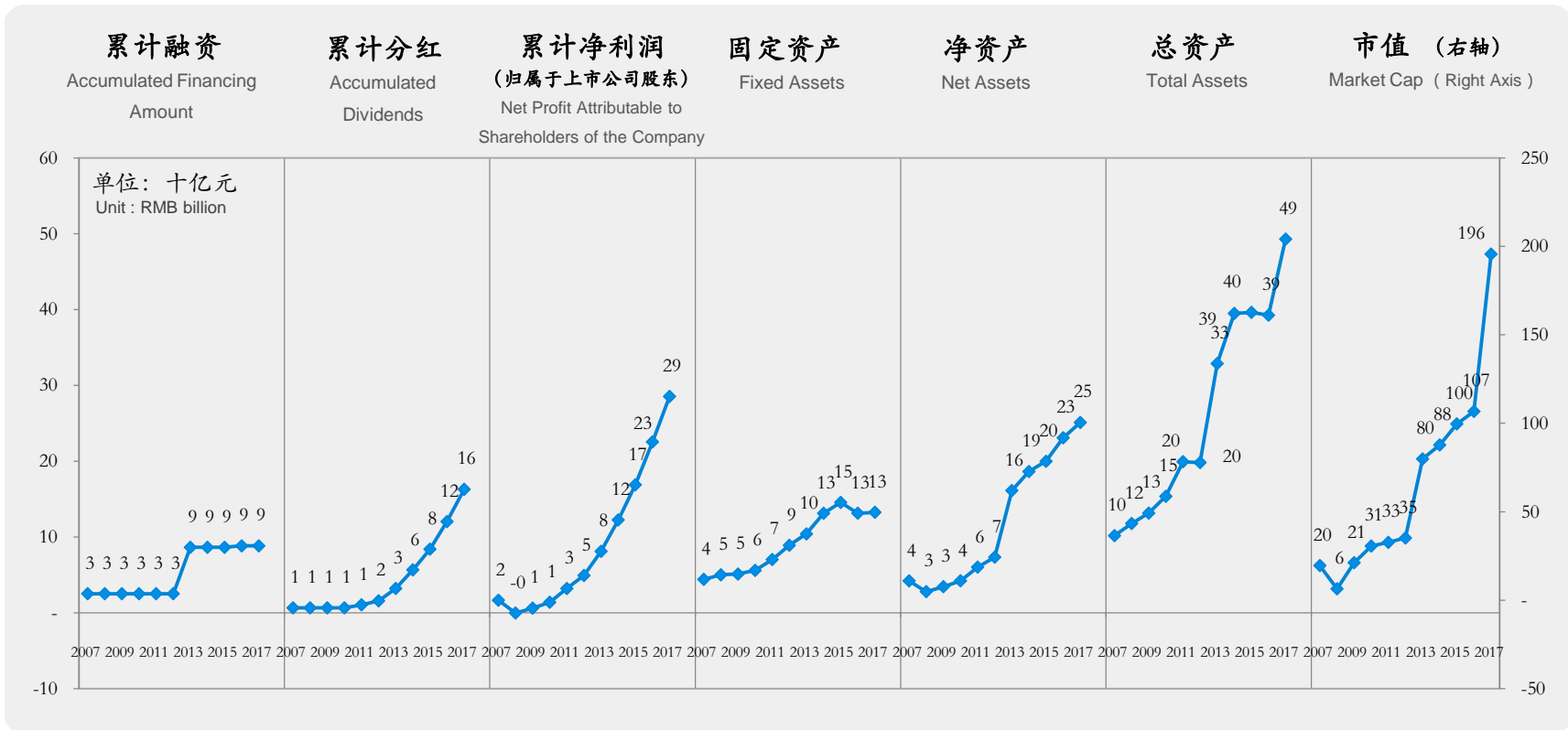
Data source: Company Annual Report



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# 股东回报

## Shareholder Return



数据来源：公司年报  
Data source: Company Annual Report



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# 领导人简介

## Introduction of Our Leader

### 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
- 全国政协委员  
Member of the national committee of CPPCC
- 中国企业联合会副会长  
Vice President of the Federation of China
- 中国企业家协会副会长  
Vice President of Chinese 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







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# 领导人简介

## Introduction of Our Leader

### 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







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# 管理思想

## Management Thinking



“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



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# 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, Chairman/CEO of Yili Group



# 财务数据

Financial Data



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# 主要财务指标

## Financial Highlights

### 主要财务指标

### Financial Highlights

人民币 (百万元) RMB(million)	2016	2017	增长率 Growth Rate	2017 Q1	2018 Q1	增长率 Growth Rate
营业总收入 Revenue	60,609	68,058	12.3%	15,790	19,753	25.1%
主营业务收入 Core Business Revenue	59,614	66,801	12.1%	15,351	19,526	27.2%
毛利 Gross Profit	22,813	25,063	9.9%	5,897	7,556	28.1%
毛利率 Gross Profit Margin	38.3%	37.5%	-0.75ppt	38.4%	38.7%	+0.28ppt
营业利润 Operating Profit	5,524	7,116	28.8%	2,105	2,502	18.9%
归属于上市公司股东净利润 Net Profit Attributable to Shareholders of the Company	5,662	6,001	6.0%	1,734	2,100	21.1%
净利率 Net Profit Margin	9.3%	8.8%	-0.52ppt	11.0%	10.6%	-0.35ppt
每股收益(元) EPS (RMB)	0.93	0.99	6.5%	0.29	0.35	20.7%
净资产收益率 ROE	26.58%	25.22%	-1.36ppts	7.24%	8.03%	+0.79ppt

数据来源：公司数据  
Data source: Company Data



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# 市场占有率

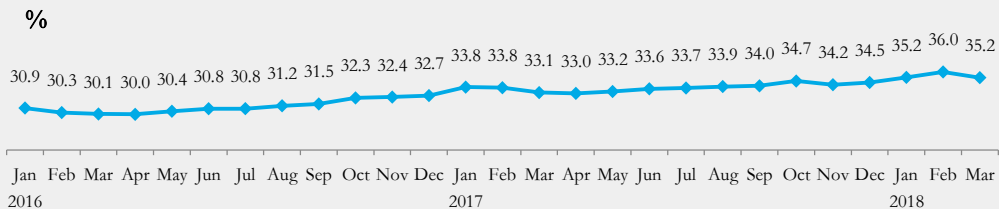
## Market Share of Yili

### 常温

#### Ambient Products

一季度市占率 **35.5%**  
同比上升 **1.91** 个百分点

The market share of our ambient products was 35.5% in 1<sup>st</sup> quarter, up 1.91 ppts YoY.

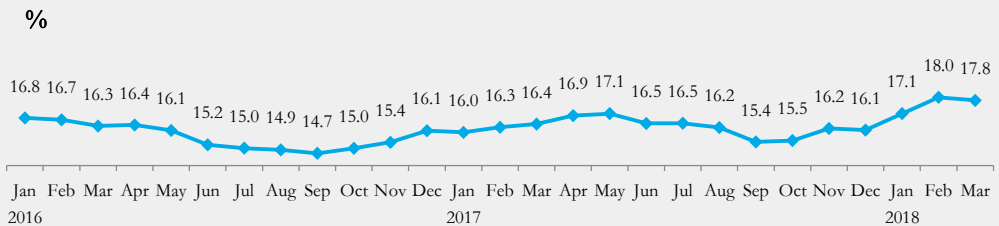


### 低温

#### Chilled Products

一季度市占率 **17.6%**  
同比上升 **1.42** 个百分点

The market share of our chilled products was 17.6% in 1<sup>st</sup> quarter, up 1.42 ppt YoY.

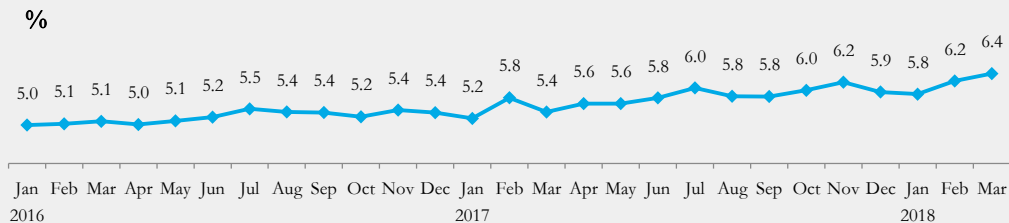


### 婴幼儿奶粉

#### Infant Milk Formula

一季度市占率 **6.1%**  
同比上升 **0.72** 个百分点

The market share of our infant milk formula was 6.1% in 1<sup>st</sup> quarter, up 0.72 ppt YoY.



数据来源：尼尔森，婴幼儿奶粉未包含电商数据  
Data source: Neilsen, the E-business data is excluded from the infant milk formula



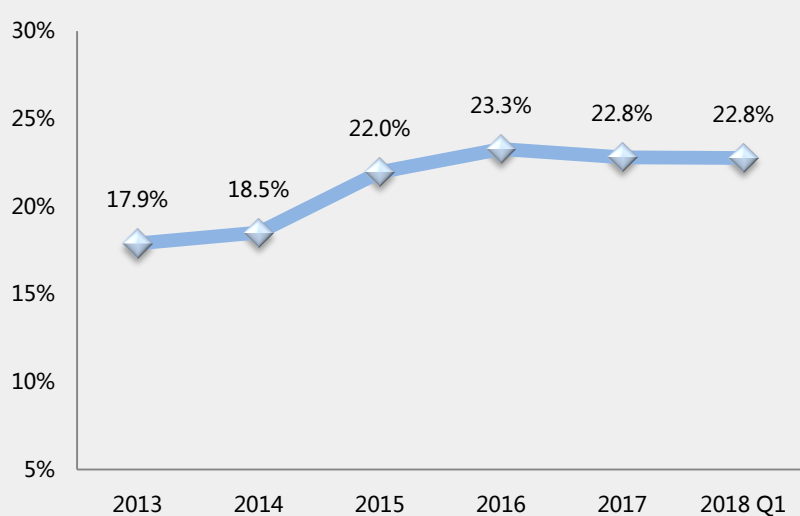
# 销售及管理费用率

SG&A Expense Ratio

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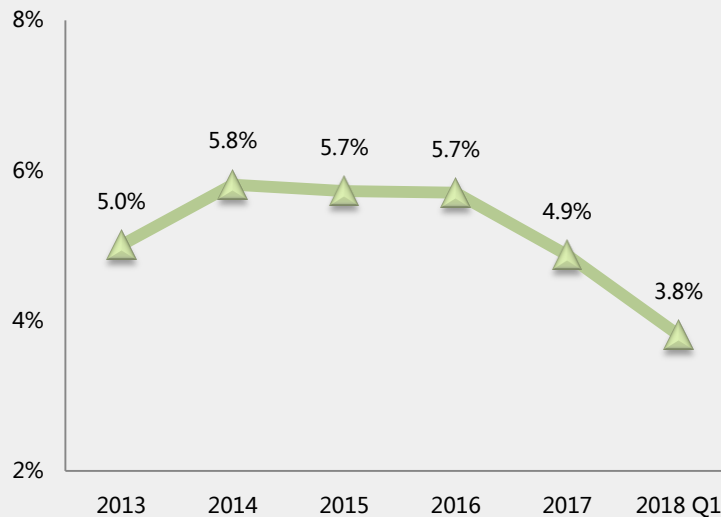
### 销售费用率

Selling Expense Ratio



### 管理费用率

G&A Expense Ratio



数据来源：公司数据  
Data source: Company Data





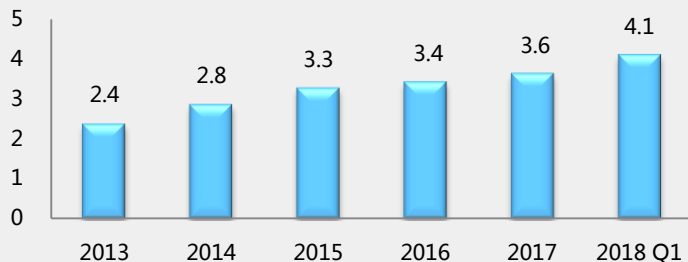
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# 营运效率

## Operating Efficiency

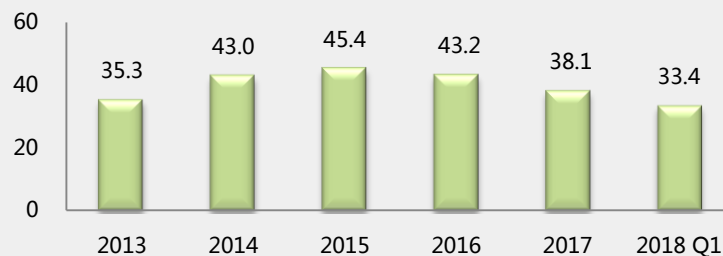
### 应收账款周转天数

Accounts Receivable Turnover (Days)



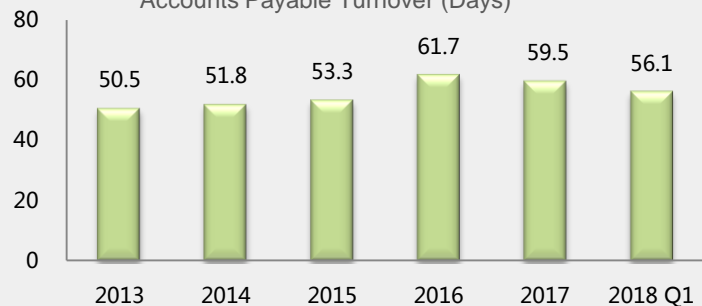
### 存货周转天数

Inventory Turnover (Days)



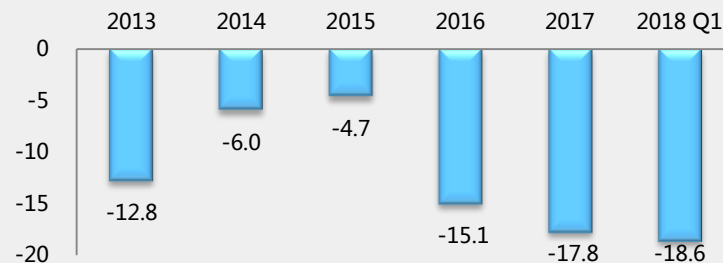
### 应付账款周转天数

Accounts Payable Turnover (Days)



### 现金周转天数

Cash Turnover (Days)



数据来源：公司数据  
Data source: Company Data



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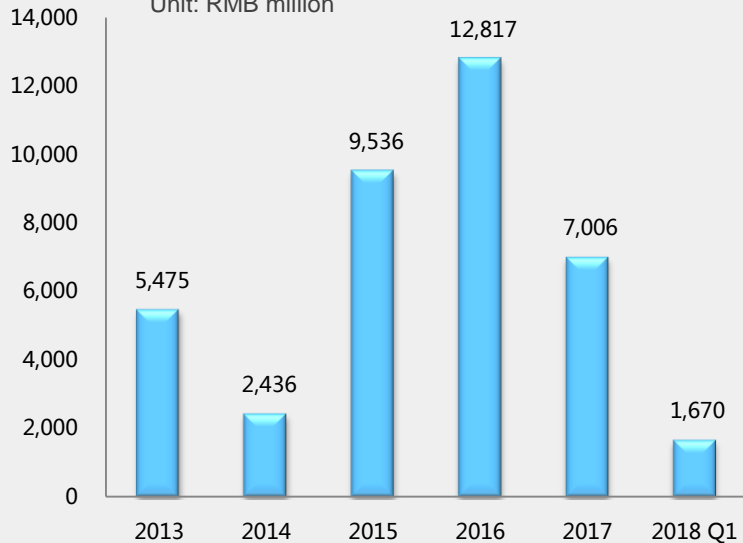
# 现金流和资本开支

## Cash Flow and Capital Expenditure

### 经营性净现金流

Net Cash Flow from Operating Activities

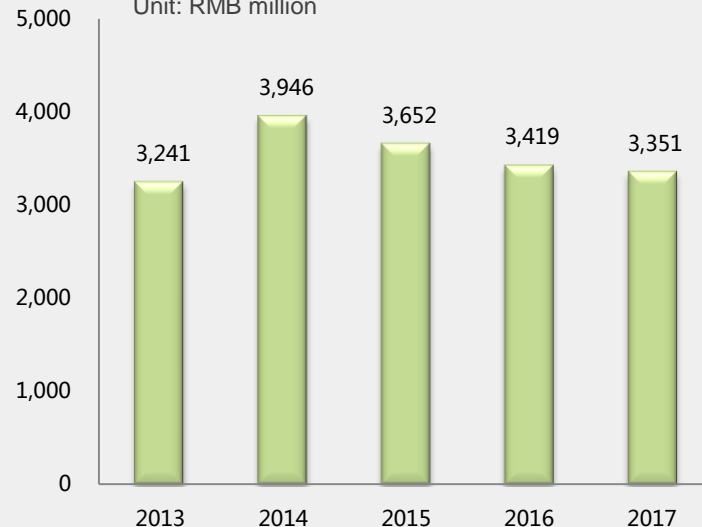
单位：百万元  
Unit: RMB million



### 资本开支

Capital Expenditure

单位：百万元  
Unit: RMB million



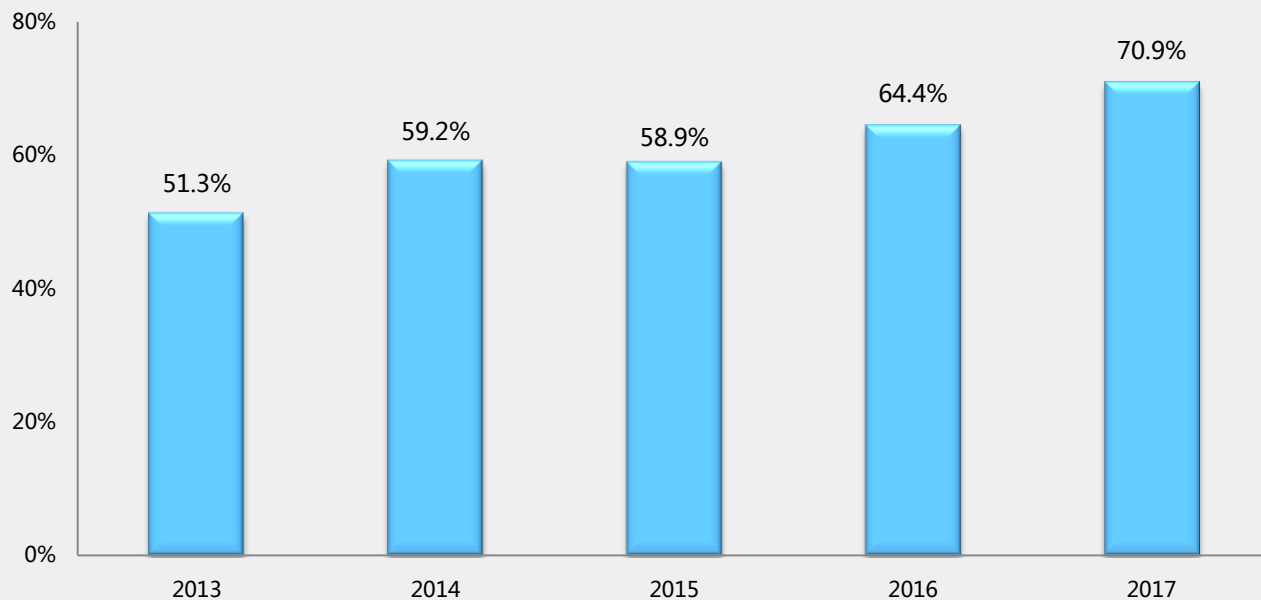


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# 分红率稳步提升

Dividend Rate Steadily Improved

分红率  
Dividend Rate



数据来源：公司数据  
Data source: Company Data



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# 经营展望

## Business Outlook

### 2018年 公司计划

2018 Business Outlook

营业总收入实现  
770亿

Total revenues to be

RMB 77 billion



利润总额实现  
75亿

Total profit before tax to be

RMB 7.5 billion

### 2018年 公司部署

2018 Deployment

1

坚守“伊利即品质”信条，不断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。  
We 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

顺应市场发展趋势，坚定不移地创新引领发展，积极拓展国际化业务，实现公司整体业务持续健康增长。  
Following the market development trend, we will lead the industry through continuous innovation and will proactively expand the international business to achieve sustainable and healthy growth of our business.

3

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。  
We will continue to take "Precise Marketing, Lean Operation and Precise Management" as the guidance to strengthen our core business ability.

4

搭建资源共享平台，服务新时期业务发展。  
We built an resources sharing platform to serve for our business development in the new era.

5

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。  
We will strengthen the practice and inheritance of Yili culture to enhance the cultural foundation of our company.



# 企业文化和 品牌管理

Culture and Brand  
Concept



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# 企业文化

Our Culture

## 信条

Belief

伊利即品质

“Yili” represents the highest quality.







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# 企业文化

Our Culture



## 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.



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# 企业文化

Our Culture

## 核心价值观

Core Values

卓越

Excellence

担当

Accountability

创新

Innovation

共赢

Win-Win





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# 企业文化

## Our Culture



### 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



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# 品牌精髓

Brand Essence

## 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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# 谢谢观赏

# Thank You