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## **Shanghai Disney Resort Signs Strategic Alliance with PepsiCo and Tingyi Holding**

The appended press release is issued in connection with the progress in Shanghai Disney Resort Signs Strategic Alliance with PepsiCo and Tingyi (Cayman Islands) Holding Corp. (“Tingyi Holding”). The information in the press release may be price sensitive. This announcement containing the press release is accordingly being issued pursuant to Part XIVA of the Securities and Futures Ordinance.

This announcement is issued by Tingyi Holding pursuant to Part XIVA of the Securities and Futures Ordinance.

### **Investors are advised to exercise caution in dealing in shares of Tingyi Holding.**

As at the date of this announcement, the Directors of Tingyi Holding are:

Executive Directors: Mr. WEI Ing-Chou, Mr. Junichiro IDA, Mr. Ryo YOSHIZAWA, Mr. WEI Ying-Chiao, Mr. WU Chung-Yi, Mr. Teruo NAGANO; and

Independent Non-executive Directors: Mr. HSU Shin-Chun, Mr. LEE Tiong-Hock, Mr. Hiromu FUKADA

By order of the Board  
**Tingyi (Cayman Islands) Holding Corp.**  
**Ip Pui Sum**  
*Company Secretary*

Hong Kong, 27th February 2014

\* *For identification purposes only*



**PEPSICO**



**For Immediate Release**

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## **Shanghai Disney Resort Signs Strategic Alliance with PepsiCo and Tingyi Holding**

*PepsiCo and Tingyi Holding team up with Shanghai Disney Resort in a broad  
beverage and marketing alliance*

**(February 27, 2014, Shanghai)** – Shanghai Disney Resort announced a multi-year strategic alliance today with PepsiCo, Inc. and Tingyi Holding Corp., which recognizes PepsiCo and Tingyi Holding as the primary beverage suppliers to the resort. The agreement, signed by leadership representing PepsiCo, Tingyi and the resort’s two joint venture owner companies is another significant milestone in the resort’s pre-opening development.

This alliance will ensure that Guests to Shanghai Disney Resort will be able to enjoy a wide variety of well known, high quality PepsiCo and Master Kong beverage soft drink and ready to drink tea brands during their visit. In addition to the provision of world-class beverage products to Shanghai Disney Resort, PepsiCo and Tingyi Holding will also have an integrated brand presence in key locations and experiences within Shanghai Disney Resort. The alliance partners will also develop high impact co-marketing campaigns to activate their products and help promote the Shanghai Disney Resort.

“Shanghai Disney Resort will be a truly magical destination for consumers throughout China and around the world,” said Parinya Kitjatanapan, President, PepsiCo Greater China Region Beverages. “PepsiCo is thrilled to be part of the resort’s development and to have the opportunity to integrate our brands into the Disney experience. We are proud to work with Shanghai Disney Resort to showcase our brand excellence and will support this alliance with the full power of our product portfolio, our marketing capabilities, and our innovation and design teams.”

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Shanghai International Theme Park and Resort Management Company Limited  
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“We are excited to enter into an alliance with Shanghai Disney Resort,” said Ko Yuan-Ta, Chief Executive Officer of Tingyi Holding’s beverage subsidiary. “Our goal is that all guests visiting Shanghai Disney Resort will enjoy high-quality beverages while having a magical Disney experience.”

“We are pleased to announce this new alliance with PepsiCo and Tingyi Holding,” said Mike Crawford, General Manager of Shanghai Disney Resort. “Pepsi and Master Kong are beloved brands throughout China and a great fit for Shanghai Disney Resort. This alliance ensures that our Guests can enjoy their favorite beverages during their visit, and it complements our efforts to provide high-quality, memorable vacation experiences for our Guests.”

In addition, PepsiCo plans to develop innovative beverage equipment for Guests visiting Shanghai Disney Resort. Beyond product distribution and co-marketing, Shanghai Disney Resort will also look to leverage PepsiCo’s Asia R&D Center in Shanghai to develop unique menu items through culinary innovation. The center, which opened in November 2012, is PepsiCo’s largest R&D facility outside of North America.

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### About PepsiCo

PepsiCo is a global food and beverage leader with net revenues of more than \$65 billion and a product portfolio that includes 22 brands which generate more than \$1 billion each in annual retail sales. Our main businesses – Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola – make hundreds of enjoyable foods and beverages that are loved throughout the world. PepsiCo’s people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also, means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo’s promise to provide a wide range of foods and beverages from treats to healthy

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eats; to find innovative ways to minimize our impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate. For more information, please visit [www.pepsico.com](http://www.pepsico.com).

### **About Tingyi Holding**

Tingyi Holding Corp. is China's leading food and beverage company that specializes in the production and distribution of instant noodles, beverages and baked goods in the PRC. Tingyi started its instant noodle segment in 1992 under the brand of Master Kong, and expanded into the bakery segment and beverages in 1996. The philosophy of Tingyi is to provide consumers with safe, tasty quality products with value for money. With sophisticated production processes, outstanding operation, innovative products and CSR campaigns, Tingyi is widely respected in China's consumer industry. Continuous attention to operations at the community level in the past 20 years has made "Master Kong" one of the most recognized brands. The Company has also made big contributions to rural, agricultural and farmers' development. For six consecutive years from 2008 to 2013, Tingyi was named one of the 50 best listed companies in Asia by Forbes for its solid financial track record and excellent management and entrepreneurial skills. The company is one of the constituents of Hong Kong Hang Seng Indexes (HSCI). For more information, please visit [www.masterkong.com.cn](http://www.masterkong.com.cn).

### **About PepsiCo and Tingyi Holding**

In March 2012, PepsiCo and Tingyi Holding completed their strategic alliance in China and has become the largest beverage system providing full range of PepsiCo and Master Kong-branded products. In China, Tingyi Holding's Master Kong-branded ready-to-drink tea, bottled water and Chinese traditional juice are leading brands in each category. The company is also responsible for manufacturing, selling and distributing PepsiCo's carbonated soft drinks, as well as Gatorade, Tropicana and Aquafina-branded beverage products.

### **About Shanghai Disney Resort**

Shanghai Disney Resort, the first Disney resort in Mainland China, will be a place where friends and family can escape together to a whole new world of fantasy, imagination, creativity and adventure. The resort will include a park designed in the rich tradition of Disneyland theme parks around the world with

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the uniqueness and beauty of China, two themed hotels, a large retail, dining and entertainment venue and an array of recreation facilities.

The resort will be located in Pudong, Shanghai and is targeted to open at the end of 2015.

The resort is a joint venture between the Walt Disney Company and Shanghai Shendi Group comprised of two owner companies (Shanghai International Theme Park Company Limited and Shanghai International Theme Park Associated Facilities Company Limited) and a management company (Shanghai International Theme Park and Resort Management Company Limited). Shanghai Shendi Group holds 57% of the shares and Disney holds the remaining 43% of shares of the owner companies. Disney has a 70% stake and Shanghai Shendi Group has a 30% stake in the joint venture management company. The management company is responsible for creating, developing and operating the resort on behalf of the owner companies.

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