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**SAN MIGUEL BREWERY  
HONG KONG LTD.**  
香港生力啤酒廠有限公司

*(Incorporated in Hong Kong with limited liability)*  
(Stock Code: 236)

**INSIDE INFORMATION – TERMINATION OF DISTRIBUTION AGREEMENTS**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The Board would like to inform the shareholders of the Company and potential investors that the Sellers have informed the Company that they will no longer sell to the Company the Products under the brand names of “Budweiser” and “Harbin” after 17 November 2014 and “Beck’s”, “Boddingtons”, “Hoegaarden”, “Leffe”, “Lowenbrau” and “Stella Artois” after 31 December 2014 for distribution in Hong Kong, after more than 15 years of the Company building up their brand, which started with “Lowenbrau” in 1981. It is a key business strategy of the Company to maintain a broad portfolio of brands. Notwithstanding the termination of the Distribution Agreements, the Company is committed to improving its revenues by actively developing its brand portfolio. The Company is also currently in talks with other imported international premium/craft brands for the distribution of their products. The Company will continue to launch new San Miguel products and strengthen its own beer brands.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by San Miguel Brewery Hong Kong Limited (the “Company”) pursuant to Rule 13.09 of The Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors of the Company (the “Board”) would like to inform the shareholders of the Company and potential investors that, on 26 September 2014, Anheuser-Busch InBev China Sales Company Limited and Anheuser-Busch InBev International GmbH & Co KG (together, the “Sellers”) respectively wrote to and informed the Company their intention not to renew their distribution agreements (the “Distribution Agreements”) with the Company. The Sellers will no longer accept orders from the Company in respect of the sale and distribution of certain products (altogether, the “Products”) under the brand names of “Budweiser” and “Harbin” in Hong Kong after 17 November 2014, and “Beck’s”, “Boddingtons”, “Hoegaarden”, “Leffe”, “Lowenbrau”, and “Stella Artois” in Hong Kong after 31 December 2014, after more than 15 years of the Company building up their brands, which started with “Lowenbrau” in 1981.

For the financial year ended 31 December 2013, the audited consolidated turnover of the Company was approximately HK\$687.1 million, of which approximately HK\$175.9 million was generated from the distribution of the Products, representing approximately 25.6% of the Company's total turnover for that year.

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By Order of the Board  
**San Miguel Brewery Hong Kong Ltd.**  
**John K.L. Cheung**  
*Company Secretary*

Hong Kong, 15 October 2014

*As at the date of this announcement, the Board of the Company comprises the executive director, Mr. Ramon G. Torralba, the non-executive directors, Mr. Ramon S. Ang (Chairman), Mr. Carlos Antonio M. Berba (Deputy Chairman), Ms. Chan Wen Mee, May (Michelle), Mr. Teruyuki Daino, Mr. Takashi Hayashi, Mr. Roberto N. Huang and Mr. Takeshi Wada; and the independent non-executive directors, Dr. the Hon. Sir David K. P. Li, Mr. Ng Wai Sun, Mr. Reynato S. Puno and Mr. Carmelo L. Santiago.*