



WANT WANT CHINA HOLDINGS LIMITED

中國旺旺控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

(Stock Code: 0151)

(股份代號: 0151)

NOTIFICATION LETTER 通知信函

1 April 2016

Dear Non-registered holder^(Note 1),

Want Want China Holdings Limited (the "Company")
– Notice of Publication of 2015 Annual Report, Circular dated 1 April 2016 containing Notice of Annual General Meeting and Proxy Form (the "Current Corporate Communication")

The English and Chinese versions of the Company's Current Corporate Communication are available on the Company's website at www.want-want.com and The Stock Exchange of Hong Kong Limited's website at www.hkexnews.hk (the "HKEx's website"). You may access the Current Corporate Communication as appeared on the website of the Company or browsing through the HKEx's website.

If you want to receive a printed version of the Current Corporate Communication, please complete the request form (the "Request Form") on the reverse side and return it to the Company c/o the Company's Branch Share Registrar, Computershare Hong Kong Investor Services Limited by using the mailing label at the bottom of the Request Form (a stamp is not required if posted in Hong Kong). The address of the Company's Branch Share Registrar is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. The Request Form may also be downloaded from the Company's website or HKEx's website.

Should you have any queries relating to any of the above matters, please call the Company's telephone hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. Monday to Friday, excluding Hong Kong public holidays or send an email to want-want.ecom@computershare.com.hk.

Yours faithfully,
By order of the Board
Want Want China Holdings Limited
LAI Hong Yee
Company Secretary

Note: (1) This letter is addressed to the Company's Non-registered holders ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communications^(Note 2)). If you have sold or transferred your shares of the Company, please disregard this letter and the Request Form on the reverse side.
(2) Corporate Communications refer to any document issued or to be issued by the Company for the information and action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位非登記持有人(附註一):

中國旺旺控股有限公司(「本公司」)
– 2015年報, 載有股東週年大會通告的2016年4月1日刊發之通函及代表委任表格(「本次公司通訊」)之發佈通知

本公司的本次公司通訊文件的中、英文版本已上載於本公司網站(www.want-want.com)及香港聯合交易所有限公司網站(www.hkexnews.hk)(「交易所網站」), 歡迎瀏覽。閣下可在本公司網站閱覽本次公司通訊文件或在交易所網站瀏覽有關文件。

如閣下欲收取本次公司通訊文件之印刷本, 請填妥在本函背面的申請表(「申請表」), 並使用隨附之郵寄標籤寄回本公司之股份過戶登記分處香港中央證券登記有限公司(如在香港投寄則無須貼上郵票)。本公司之股份過戶登記分處地址為香港灣仔皇后大道東183號合和中心17M樓。申請表亦可於本公司網站或交易所網站內下載。

如對本函內容有任何疑問, 請致電本公司電話熱線(852) 2862 8688, 辦公時間為星期一至五(香港公眾假期除外)上午9時正至下午6時正或電郵至 want-want.ecom@computershare.com.hk。

承董事會命
中國旺旺控股有限公司
公司秘書
黎康儀
謹啟

2016年4月1日

附註: (一) 此函件乃向本公司之非登記持有人(「非登記持有人」指股份存放於中央結算及交收系統的人士或公司, 透過香港中央結算有限公司不時向本公司發出通知, 希望收到本公司通訊文件(附註二))發出。如閣下已經出售或轉讓所持有之本公司股份, 則無需用會本函件及所附申請表。
(二) 公司通訊文件乃指本公司發出或將予發出以供其任何證券持有人參照或採取行動的任何文件, 其中包括但不限於:(a)董事會報告、年度財務報表連同核數師報告及如適用, 財務摘要報告;(b)中期報告及如適用, 中期摘要報告;(c)會議通告;(d)上市文件;(e)通函;及(f)代表委任表格。

Request Form 申請表

To: **Want Want China Holdings Limited (the "Company")** (Stock Code: 0151)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致: **中國旺旺控股有限公司** (「本公司」)
(股份代號: 0151)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the Corporate Communications of the Company (the "Corporate Communications") in the manner as indicated below:
本人/我們希望以下列方式收取 貴公司之公司通訊文件(「公司通訊文件」):

(Please mark (X) in ONLY ONE of the following boxes)
(請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- to receive the printed English version of all Corporate Communications ONLY; OR
僅收取公司通訊文件之英文印刷本; 或
- to receive the printed Chinese version of all Corporate Communications ONLY; OR
僅收取公司通訊文件之中文印刷本; 或
- to receive both printed English and Chinese versions of all Corporate Communications.
同時收取公司通訊文件之英文及中文印刷本。

Signature: _____ Contact telephone number: _____ Date: _____
簽名: _____ 聯絡電話號碼: _____ 日期: _____

Notes 附註:

- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- This letter is addressed to the Company's Non-registered holders ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communications).
此函件乃向本公司之非登記持有人(「非登記持有人」指股份存放於中央結算及交收系統的人士或公司, 透過香港中央結算有限公司不時向本公司發出通知, 希望收到公司通訊文件)發出。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- The above instruction will apply to the Corporate Communications to be sent to you until you notify the Company c/o the Company's Branch Share Registrar, Computershare Hong Kong Investor Services Limited to the contrary or unless you have at anytime ceased to have holdings in the Company.
上述指示適用於發送予 閣下之所有公司通訊文件, 直至 閣下通知本公司之股份過戶登記分處香港中央證券登記有限公司另外之安排或任何時候停止持有本公司的股份。
- For the avoidance of doubt, we do not accept any other instruction given on this Request Form.
為免存疑, 任何在本申請表上的額外指示, 本公司將不予處理。

郵寄標籤 MAILING LABEL

閣下寄回此申請表格時, 請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。
Please cut the mailing label and stick this on the envelope
to return this Request Form to us.
No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong