

A NYSE-listed Company



The Company, through its subsidiaries, engages in the research, development, production, and sale of various types of fertilizers and agricultural products, such as fruits, vegetables, flowers, and colored seedlings.

The Company currently produces and markets its products to all provinces in China.

The Company's products have been strongly recognized as one of the best known brands in China based on the qualities and services.

Facilities and Products

The Company's fertilizer products are produced in two facilities located in Shaanxi and Beijing, with annual production of 55,000 and 500,000 metric tons, respectively:

- Accounts for 90% of the Company's revenue

Fertilizer products, include:

- Liquid, granular and powdered fertilizers developed to increase crop yields and quality without the harmful effects of chemical fertilizers
- Manufactures and sells 443 fertilizer products

Through two facilities located in Shaanxi, the Company focuses on fertilizer R&D, also produces agricultural products:

- Established 6 intelligent green houses and 100 sun-light green houses
- Caters and sells top-grade flowers, green vegetables and fruits, multicolored seedlings



Distribution Network

The Company currently has 943 distributors:

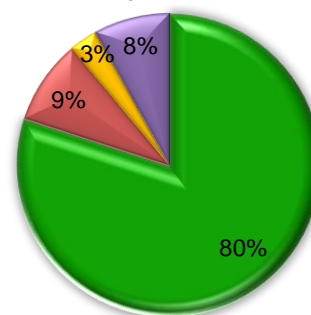
- Leading position in Shaanxi with market share of
- Covering all provinces in China except Tibet
- Qualified distributors are regularly evaluated
- Terms are generally paid on delivery
- Top 5 sales in: Beijing, Hebei, Jilin, Liaoning, Inner Mongolia

Market Opportunity

Demands for fertilizer:

- Arable land is shrinking. 21% of the world's population with 9% of the world's arable land. And farmers averagely spend 20% of annual income on fertilizer
- China is currently the world's largest consumer and producer of fertilizers, who has 1/3 of total production and consumption around the world
- Organic compound fertilizers represent about 27% of total PRC fertilizer consumption versus 50% in the developed countries. An over 30% CAGR is projected

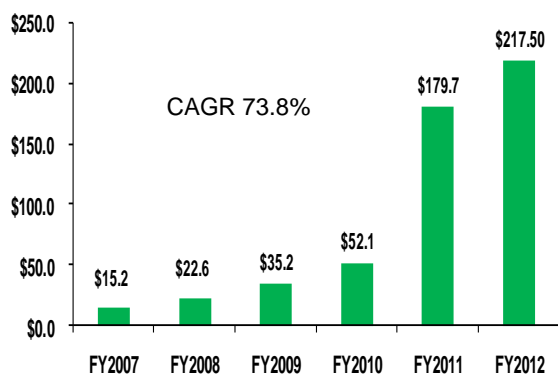
Competitor Segmentation for Over 1,000 Organic Fertilizers



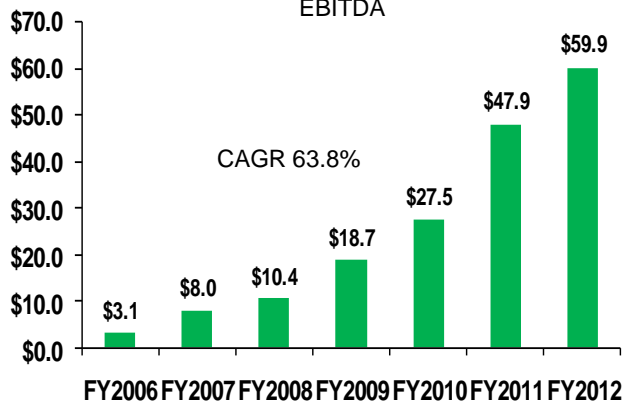
- local small enterprise
- large regional enterprise
- nation level enterprise
- multi-national enterprise

Financial Overview

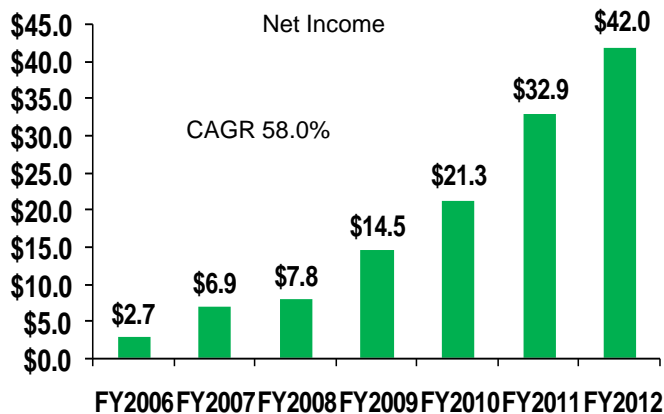
Revenues



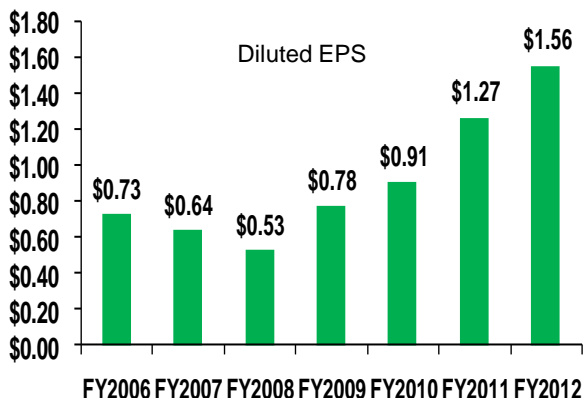
EBITDA



Net Income



Diluted EPS



Investment Highlights

- Strategic distribution of production facilities in Northwest China, North China, and potential acquiring target in Southwest China
- Established nationwide distribution network
- Cross-selling of different categories of products made by the facilities
- Regular new product introductions
- High margins: gross margin: 36.44% (industry: 27.52%); net margin: 19.29% (industry: 14.56%)
- The U.S. NYSE listed public company being substantially undervalued: P/E: 2.09x (U.S. industry: 17.75x, PRC industry: 25x)
- Primarily focused industry in China's "12th Five Year Plan", the projected total fertilizer demand in 2015 reaches 51 million metric tons, or an over \$20.4 billion market

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