



SkyPeople Fruit Juice, Inc.
NASDAQ: SPU

Investor Presentation

July 2011

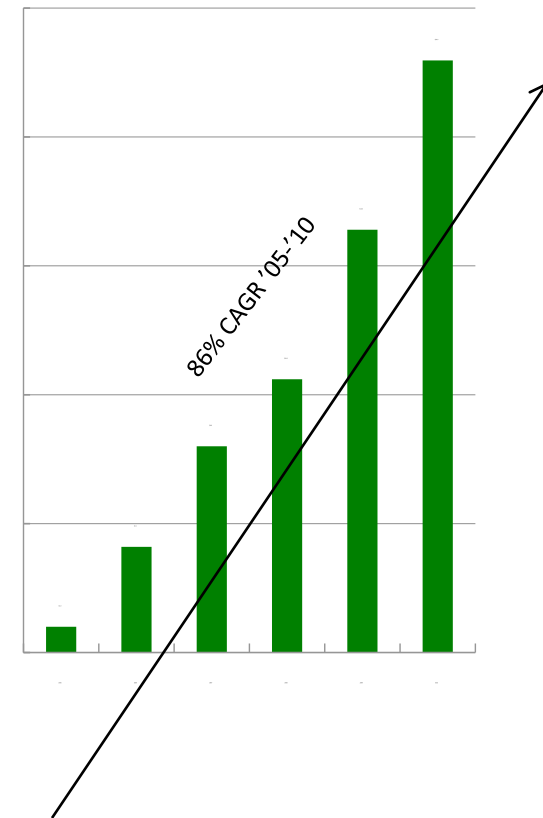


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About Sky People “SPU”

- SkyPeople Fruit Juice manufactures and processes *fruit concentrates, fruit juice beverages, and other fruit-related products* in China
- SPU’s products include:
 - Fruit purees, concentrated purees, and concentrated juices (apple, pear, kiwifruit, and turnjujube)
 - Fruit juice beverages, High fiber fruit beverage and fruit cider beverages
 - Organic and non-organic fresh kiwifruits, kiwifruit seeds, and apple aroma
- Products are sold to fruit juice companies, food companies, supermarkets and other retail outlets through distributors and agents
- Exports to North America, Europe, Russia, South Korea and the Middle East
- 400 employees, including 43 in R&D and 62 in sales & marketing
- Based in Xi’an and established in 2001

Net Income¹ (\$MM)



¹ Before deducting non-controlling interests

Capital Market Summary



- **Market Data** (as of close on 7/15/2011)

- **Stock Price:** \$3.24 **Shares Outstanding:** 25.7 M
- **Market Cap:** \$82.3M

- **Record financial performance**

- 2010 revenue of \$93.2 M and adj. net income¹ of \$23.3 M, up 57.4% and 53.3%, respectively, over 2009
- Revenue and net income CAGR of 68% and 86%, respectively, between 2005 and 2010
- Fully Diluted EPS \$0.92 in 2010 and \$0.85 in 2009, an increase of 9.5%
- Fully Diluted adj. EPS \$1.01² in 2010 and \$0.84 in 2009, an increase of 20.2%

(US\$MM)	2005	2006	2007	2008	2009	2010	2005-2010 CAGR
Revenue	\$7.03	\$17.43	\$29.36	\$41.65	\$59.25	\$93.25	67.7%
Net Income ³	\$1.04	\$4.09	\$7.96	\$10.62	\$16.40	\$22.97	85.7%
<i>Net Income Margin³</i>	14.3%	23.6%	27.2%	25.5%	27.7%	24.6%	
Net Income attributable to the Company ⁴	\$1.0	\$3.84	\$7.60	\$10.01	\$15.19	\$21.18	

¹ Adjusted net income in 2010 is a non-GAAP calculation and excludes the change in the amount of \$2,103,832 for 2010 in fair value of warrant liability. As of December 31, 2010 there were 100,000 shares of warrants outstanding.

² Excluding change in fair value of outstanding warrants issued

³ Before deducting non-controlling interests

⁴ Attributable to SkyPeople Fruit Juice, Inc., after deducting non-controlling interests

- **Robust growth strategy**
Capacity expansion, new products and expanding distribution
- **Strong financial performance**
Highly profitable with strong revenue and net income growth
- **Diverse product offering**
Concentrates, beverages, fruits and fruit by-products.
- **High quality production techniques and strong R&D capabilities**
Current and pending patents, experienced in-house R&D team, and external collaborations
- **Location advantages and access to supply of raw materials and resources**
Proximity to fruits supply centers and long-established supply network
- **Large and growing industry**
Increasing domestic and international demand
- **Government Support**
Local government subsidies of \$2.5MM and \$2.2MM in 2010 and 2009

- **Capacity Expansion and Production Improvements:** Capital expenditures for 2010 and 2011 include improvements and addition of production lines to the Huludao Wonder and Jiangyang
- **Distribution Expansion:** Plans to broaden sales and distribution network into other provinces and large cities in China (as exemplified by the recent agreement with a beverage distributor in Beijing)
- **Product Mix:**
 - Expanding into fruits with complementary harvesting seasons to current fruits to lengthen the squeezing season and increase annual production. Such fruits include turnjube (concentrated turnjube juice introduced in May 2010), as well as mulberry, pomegranate and persimmon
 - R&D focus on producing innovative higher margin products
- **Branding:** Promotion of Hedetang and Qian Mei Duo, the Company's fruit beverage brands, to expand its market presence in China
- **Acquisitions:** SPU will consider potential targeted acquisitions to increase manufacturing capacity and enter new juice categories.

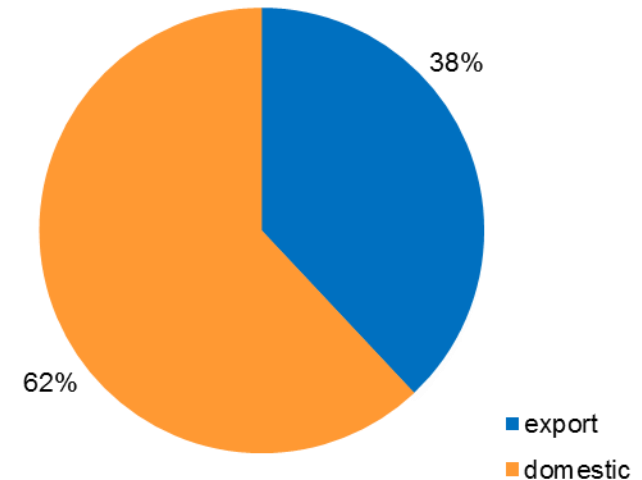


- **Access to and control over raw materials and resources**
 - Strategic locations near major fruit growing centers in China, with proximity to the largest planting area of kiwifruit and apples in China
- **Location advantages**
 - Production facilities in Shaanxi Province and Liaoning Province; Shaanxi has large yield of kiwi and Liaoning produces the largest amount of high acidity apples in China
 - Location near the largest kiwifruit planting base in Asia that the Company helped build with the aid of local farmers and the government
- **World class quality assurance and advanced equipment and technology**
 - Production equipment purchased from top-ranked foreign manufacturers
 - Unique pressing technologies, complete enzymolysis and multi-step digestive enzymolysis
- **Product diversity**
 - Products include fruit concentrate and fruit juice beverages from apples, pears, kiwifruit, and mulberries. SPU also sells fresh kiwifruit, kiwifruit seeds and apple aroma
 - Diversified product lines help SPU compete in international markets and lessen commodity price risk as well as risks associated with seasonality and consumer preferences

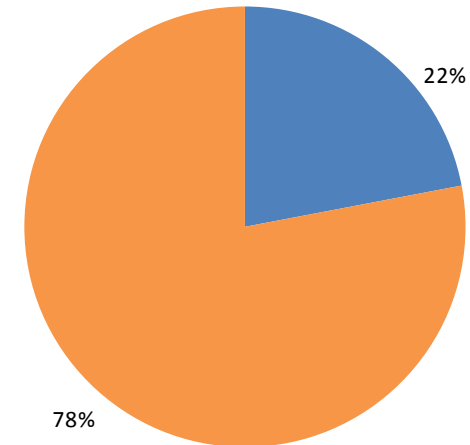
Market Presence

- SPU estimates that 62% of sales in 2010 and 78% of sales in 2009 were generated from the domestic market in China and the balance through exports
- Fruit juice and fruit cider beverages are sold in China under SPU's trademark brand, Hedetang
- SPU's products are exported primarily via distributors
- The key export markets are North America, Europe, Russia, South Korea and the Middle East

2010 Revenue Breakdown

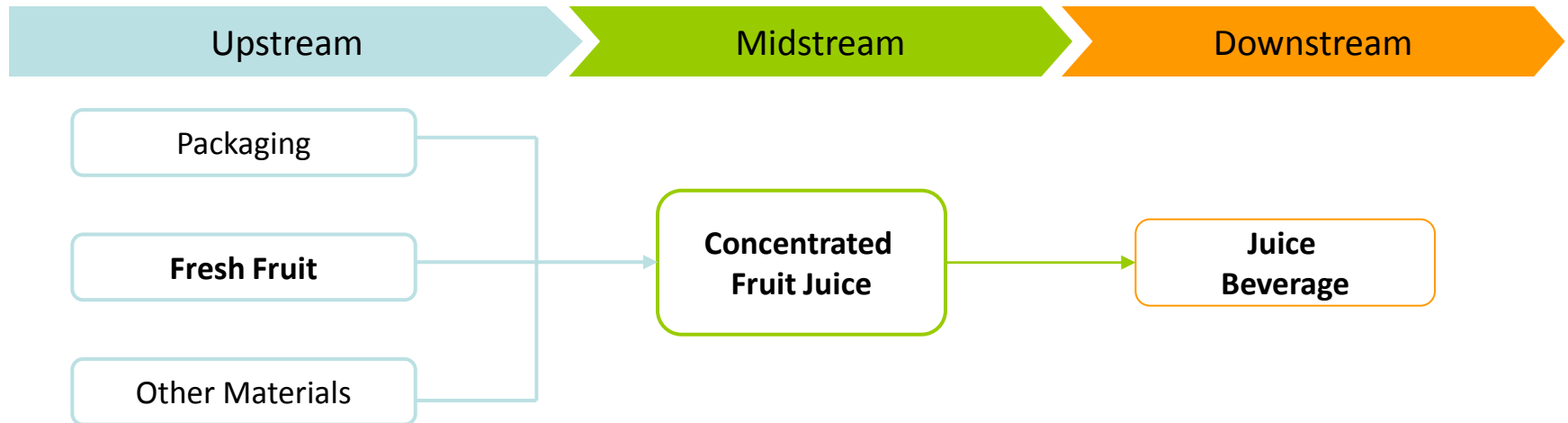


2009 Revenue Breakdown



- SPU is vertically-integrated with activities in the Midstream (concentrated and puree) and Downstream (beverage) markets
- SPU's presence across the chain optimizes quality control and ensures the delivery of high-quality products to SPU's customers

Supply and Production Chain



Huludao Facility



Jingyang Facility



Qiyiwanguo Facility



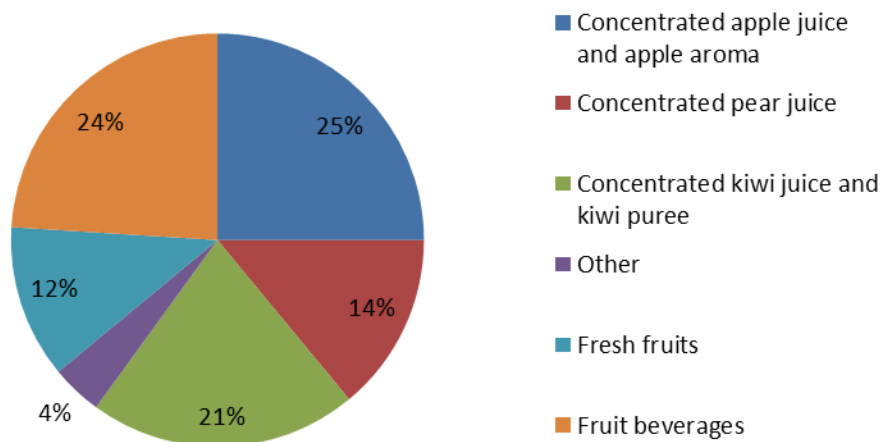
Yingkou Facility

- SPU's produces and sells the following products:
 - **Fruit concentrate:** 60% of revenues in 2010 (GM=39%) vs. 61% of revenues in 2009 (GM=41%) and 78% in 2008
 - **Fruit juice beverages:** 24% of revenues in 2009 (GM=43%) vs. 17% of revenues in 2009 (GM=33%) and 13% in 2008
 - **Fresh fruit, fruit seeds, and other:** 16% of revenues in 2010 (GM=43%) vs. 22% of revenues in 2009 (GM=49%) and 9% in 2008

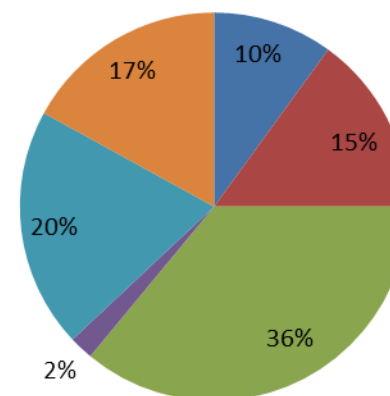
Gross Margin by Segment

	2010	2009
Concentrated kiwifruit juice and kiwifruit puree	59.7%	47.3%
Concentrated pear juice	32.2%	40.7%
Concentrated apple juice and apple aroma	25.8%	22.3%
Fruit juice beverages	40.0%	28.0%
Fruit cider beverages	52.6%	48.6%
Fresh kiwifruit	48.1%	49.2%
Kiwifruit seeds	-	98.8%
Consolidated	40.8%	42.8%

2010 Revenue Breakdown



2009 Revenue Breakdown



Fruit Concentrate

- SPU's core products are concentrated apple, pear, and kiwifruit juices and the Company recently added turnjube juice concentrate. The squeezing seasons for these products are:
 - **Apples:** July/August to January of the following year
 - **Pears:** July/August until April of the following year
 - **Kiwifruit:** September through December of each year
 - **Turnjube:** April to July of each year
- Fruit concentrated products are made up of three different categories: fruit puree, fruit concentrate puree and concentrated fruit juice
 - **Fruit puree:** prepared from fruit that has been washed and sorted prior to processing. The fruit is crushed and pressed, and the pulp of the fruit is kept
 - **Fruit concentrated puree:** water and some of the pulp are removed from the puree and the sugar level is increased in order to produce concentrated puree
 - **Concentrated fruit juice:** made from fruit concentrated puree by removing all of the remaining pulp
- 48,371 tons of concentrate produced in 2010 (37,487 in 2009)



Kiwi Puree Concentrate



Apple Aroma



Mulberry Juice Concentrate



Pear Juice Concentrate

Fruit Juice Beverages

- SPU's fruit juice beverages are divided into three categories: 1) pure fruit juice and 2) fruit cider beverages 3) Hi-Fiber juices
 - SPU currently produces fruit juice products for kiwifruit, mulberry, apple, pear and pomegranate.
 - SPU tested and began marketing fruit cider beverages in the first quarter of 2009 and, based on the results, anticipates its fruit cider beverages will experience rapid growth in China
- Fruit juice beverages are distributed currently in glass bottles and cartons and will eventually be distributed in plastic (PET) bottles.
- While typically lower margin, fruit juice products are an important business segment as these beverages can be produced year-round, unlike its concentrate business which is seasonal
- In 2010, SPU produced 53.6 million bottles of fruit juice beverage (24.6 million in 2009)
- Products sold in more than 100 retail stores, including Renrenle supermarkets, Lotus supermarkets, CR Vanguard, Wal-Mart and La Cuisine Royale retail stores in Shaanxi Province. SkyPeople also sells its products to Wal-Mart stores in Beijing and Tianjin as well as to some small retail stores.



*Hedetang™ 280ml
(fruit beverage and fruit cider)*



*Hedetang™ 500ml
(Fruit beverage)*



*Qianmeiduo™ 250ml
(Fruit beverage, High Fiber)*

New Labels for Hedetang Juice Beverages

- New 500 ml glass bottle and case packs, including apple juice, pear juice, kiwifruit juice, and mulberry juice.
- Retail price of ¥ 3.5 to ¥ 3.9 or \$0.54 to \$ 0.6 dollars for the 500 ml bottle
- Customers include Wal-Mart, Lotus and La Cuisine Royale.



Kiwi Juice



Apple Juice



Pear Juice



Mulberry Juice

Qian Mei Duo™ High-Fiber Fruit Juice Beverages

- Juices targets health conscious Chinese women 18-29 years old
- Four different juice flavors including apple, mulberry, kiwifruit and pomegranate.
- Placed side by side with Hedetang juices in Wal-Mart and CR Vanguard in Xi'an
- Retail prices for Qian Mei Duo™'s single serve juice cartons are ¥ 2.5 to ¥ 2.90 (\$0.39 to \$0.45) each, ¥ 29.8 (\$4.61) for the 12-pack gift box and ¥ 60 to ¥69.6 (\$9.27 to \$10.76) for 24-pack box.



Qianmeiduo™ 250ml
(Fruit beverage, High Fiber)

■ Domestic Consumption Potential

- Fruit juice demand is expected to increase significantly as the middle class expands and wealth increases, coupled with the already health-conscious nature of Chinese consumers
- China's domestic consumption of fruit beverages is relatively low. Annual per capita consumption of fruit beverages in the PRC only accounted for 10% of the average world per capita consumption and 2.5% of the average per capita consumption in developed countries¹, implying a tremendous upside potential if domestic per capita consumption approaches the world's and developed nations' averages
- The output of fruit juice concentrates and fruit beverages in the PRC increased from 3.1MM tons in 2003 to 10.8MM tons in 2007²
- Total sales of fruit processed products in China are estimated to reach \$37.2 billion in 2010, a 43% CAGR from 2007 levels³



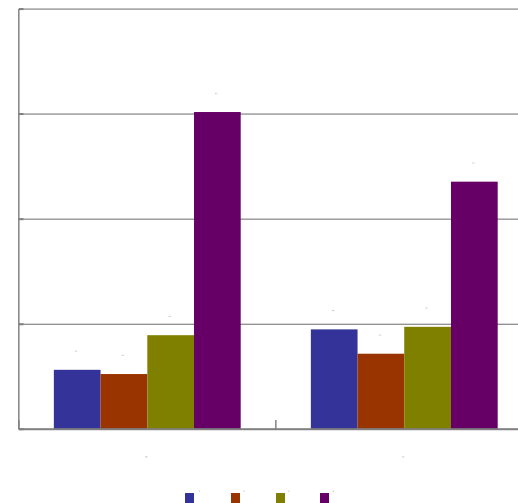
¹ "Investment in China Fruit Juice Beverages Business and Forecast for 2010 to 2015," by China Investment Consultants

² Fruit Juice Segment of the PRC Food and Agriculture Export Association (www.Chinajuce.org)

³ Source: Beijing Business & Intelligence Consulting Co. Ltd., http://www.equitynet.net/pics/SPU%20Report_02.01.10.pdf

- SPU is focused on increasing its gross margins by growing higher margin segments (such as its fast-growing fresh fruit segment) and developing new high margin products in the future
- Within the beverage segments, SPU is focused on developing products that offer higher gross margins (such as mulberry and kiwifruit cider beverages introduced in Q1, 2009)
- The fourth quarter contributes a high proportion of the Company's revenues each year (66% in 2010 and 60% in 2009), reflecting the harvest season of the primary source fruits (July/August to April)
- SPU's increased focus on fruit beverages and fruits with complementary harvesting seasons will help reduce seasonality over time

Revenue Breakdown by Quarter



- China has the largest planting area of apples and kiwifruit in the world and Shaanxi Province has the largest planting area of apples and kiwifruit in China
- SPU has production facilities in Shaanxi Province and Liaoning Province, which has a large yield of apples and also produces the largest amount of high acidity apples in China
- The Company's raw materials include fresh fruit, which is purchased from local markets and fruit growers that deliver directly to SPU's plants
 - SPU's raw material supply chain is highly fragmented
 - The largest supplier, Hebei Xinji Tianyu Glass Bottle Co. Ltd., (glass bottle supplier), accounts for 13% of total purchases in 2010 ; the second largest supplier is Xian Hongsheng Paper Box Co. Ltd., which accounted for 9% of total purchases in 2010
- SPU has implemented purchasing programs in the rich production areas surrounding its factories
 - Purchasing using a long-established network of local fruit dealers and distributors which ensures a secure supply of quality fruits while minimizing costs
- The purchase of fresh fruit accounted for over 71% and 80% of SPU's cost of sales in fiscal 2010 and 2009, respectively



Delivery of raw materials

Strategically Located Planting Base and Facilities

- SPU owns and operates four manufacturing facilities in China; two facilities are located in Shaanxi Province and two facilities are located in Liaoning Province
- SPU's four facilities focus on producing single fruit-based concentrates and beverages. This strategy allows SPU to maximize output and minimize cost
- SPU's kiwifruit processing facilities are located in Zhouzhi County of Shaanxi Province, which has the largest kiwifruit plantation in Asia

Liaoning Province

Liaoning is uniquely suited for highly acidic apple planting



Shaanxi Province

Shaanxi, the largest fruit juice production province in China, is the location of the kiwifruit plantation and also well-suited for pear planting



- Research & Development
 - 43 full-time employees
 - External experts and strong collaboration with academic research institutions
- Existing patents
 - Device for breaking up and separating fruit peel, squeezing the pulp out of the fruit and separating pulp from the fruit peel
 - Device for removing material on fruit peel and fruit hair
- Pending patents
 - SPU is applying for another 11 patents for a process in the production of kiwifruit concentrated juice, kiwifruit cider beverages, mulberry cider beverages and persimmon, turnjujube, apricot, cherry, cherry tomato, sea-buckthorn, strawberry and wolfberry juices.
 - These 11 patent applications have been accepted by the Chinese Intellectual Property Office
- New projects under development
 - Development & demonstration on fermented kiwi beverage of low sugar and low alcohol



Enterprise Technology Center



Quality Control & Check Office

- Highly automated production facilities featuring top-of-the-line imported equipment, including:
 - Flottweg AG presser (Germany)
 - KOCH ultra-filtration technology (U.S.)
 - Schmidt ultra-low temperature concentration evaporation technology (Germany)
 - ELPO fully automatic sterile canning technology (Italy)
- Advanced production techniques, including:
 - Combined complete enzymolysis and multi-step digestive enzymolysis
 - Membrane filtration
 - Resin absorption
 - Low-temperature reverse osmosis membrane concentration



Ultra-filtration



Concentrated Juice Filling



Concentration

World-class Quality Assurance



- US FDA Compliant (since 2006)
- ISO9001 certified
- HACCP (Hazard Analysis & Critical Control Point)
- Kosher certificate holder
- Member of China Beverage Industry Association
- Member of China National Food Industry Association (CNFIA)
- Committee Member of China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal Byproducts
- Member of Shaanxi Kiwifruit Association



■ Yongke Xue, Chairman & CEO

- Founded SkyPeople (China) in 2001 (formerly Shaanxi Tianren Organic Food Co., Ltd.)
- Served as a Director of SkyPeople Juice Group Co., Ltd. since 2005
- Worked at the Northwestern Materials Bureau of the PLA General Logistics Department (1989-1998)
- Formerly the vice general manager of Shaanxi Huaye Foods Co., Ltd., a food company (1998-2001). Other positions include general manager of Shaanxi Hede Venture Capital Management Co., Ltd. (2006-2007) and business director of the investment banking division of Hualong Securities Co., Ltd., a securities firm (2001-2005)
- MBA from Xi'an Jiaotong University and obtained a Bachelor's Degree from the National University of Defense Technology

■ Spring Liu, CFO

- Formerly Corporate Secretary and Financial Reporting Manager, Trio-Tech International (AMEX: TRT)
- More than 8 years finance and accounting experience
- B.S. in Accounting from University of Phoenix and B.A. from the Xi'an Foreign Languages University in China
- passed all sections of the Uniform Certified Public Accountants Examination in California in March 2006

■ Hongke Xue , Chairman & CEO of "SkyPeople (China) "

- Chairman & CEO, SkyPeople Juice Group Co., Ltd. since 2003 to Present
- CEO, Tianjin Tangshan Fengyuan Metal Products Co., Ltd., 2002-2003
- General Manager, Baoji Industrial Products Co., Ltd., 2001 -2002
- B.A. in Business management in Lanzhou University of Finance and Economics

Income Statement



(US\$MM, except per share data)	2005	2006	2007	2008	2009	2010
Revenue	\$7.0	\$17.4	\$29.4	\$41.6	\$59.2	\$93.2
<i>Revenue Growth</i>		148.6%	69.0%	41.5%	42.3%	57.4%
COGS	\$4.4	\$10.1	\$18.5	\$23.6	\$33.8	\$55.2
Gross Profit	\$2.6	\$7.3	\$10.9	\$18.0	\$25.4	\$38.0
<i>Gross Profit Margin</i>	37.1%	42.0%	37.1%	43.3%	42.9%	40.8%
Operating Profit	\$1.6	\$6.3	\$9.0	\$13.1	\$20.9	\$31.9
<i>Operating Margin</i>	22.9%	36.2%	30.6%	31.5%	35.3%	34.2%
EBITDA	\$1.7	\$7.7	\$10.9	\$15.7	\$25.3	\$34.7
<i>EBITDA Margin</i>	24.3%	44.3%	37.1%	37.7%	42.7%	37.2%
EBIT	\$1.7	\$6.2	\$9.5	\$13.8	\$23.2	\$32.3
<i>EBIT Margin</i>	24.3%	35.6 %	32.3%	33.2%	39.2%	34.6%
Net Income ¹	\$1.0	\$4.1	\$8.0	\$10.6	\$16.4	\$23.0
<i>Net Income Margin</i>	14.3%	21.8%	25.9%	25.5%	27.7%	24.6%
Net Income ²	\$1.0	\$3.8	\$7.6	\$10.0	\$15.2	\$21.2
Diluted EPS	\$0.08	\$0.26	\$0.53	\$0.56	\$0.84	\$0.92

¹ Before deducting non-controlling interests

² Attributable to SkyPeople Fruit Juice, Inc., after deducting non-controlling interests

Balance Sheet



<i>\$MM, FYE 12/31</i>	12/31/10	12/31/09	12/31/08
Cash and equivalents	\$49.9	\$14.4	\$15.3
Accounts receivable	46.0	27.3	11.6
Inventories	5.4	4.9	1.8
Total current assets	\$102.6	\$48.5	\$30.1
PP&E, Net	36.3	23.9	20.4
Land Usage Rights	6.5	6.6	6.4
Other Assets	1.7	4.7	2.4
Total Assets	\$147.2	\$83.7	\$59.3
Accounts payable	3.4	2.7	0.6
Accrued expenses	4.9	4.4	1.6
Income taxes payable	4.4	2.6	1.5
Short-term notes and loan payable	10.7	5.4	11.3
Warrant liability	0	3.4	0.0
Total current liabilities	\$24.0	\$19.5	\$16.7
Stockholders' Equity	\$118.5	\$61.4	\$41.1
Noncontrolling interests	4.7	2.8	1.5
Total Stockholder's Equity	\$123.2	\$64.2	\$42.6
Total Liabilities & Stockholders' Equity	\$147.2	\$83.7	\$59.3

Conclusion – Key Investment Highlights

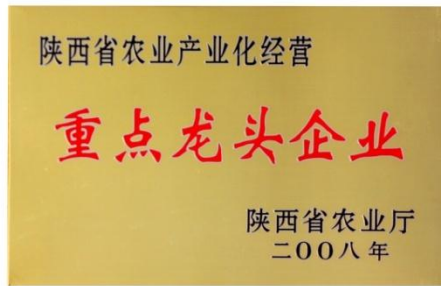


- Robust growth strategy
- Strong financial performance
- Diverse products offering
- High quality production techniques and strong R&D capabilities
- Location advantages and access to supply of raw materials and resources
- Large and growing industry
- Government support
- Favorable economic and cultural dynamics
- Experienced management team with proven track record



Appendix

Chinese Certifications and Awards



Leading Agricultural Commercialization Enterprise of Shaanxi



Leading Enterprise of National Food Industry 2005-2006



Leading Enterprise of National Food Industry 2007-2008



Enterprise Technology Center at Provincial Level



"Famous Trademark," Shaanxi Province



"Hi-tech Enterprise" 2009



The Enterprise with essential technology innovation in Shaanxi



The Most Popular Product Certificate, Shaanxi



"Famous Product" Certificate in Xi'an



"The Famous Brand" Certificate, Shaanxi Province

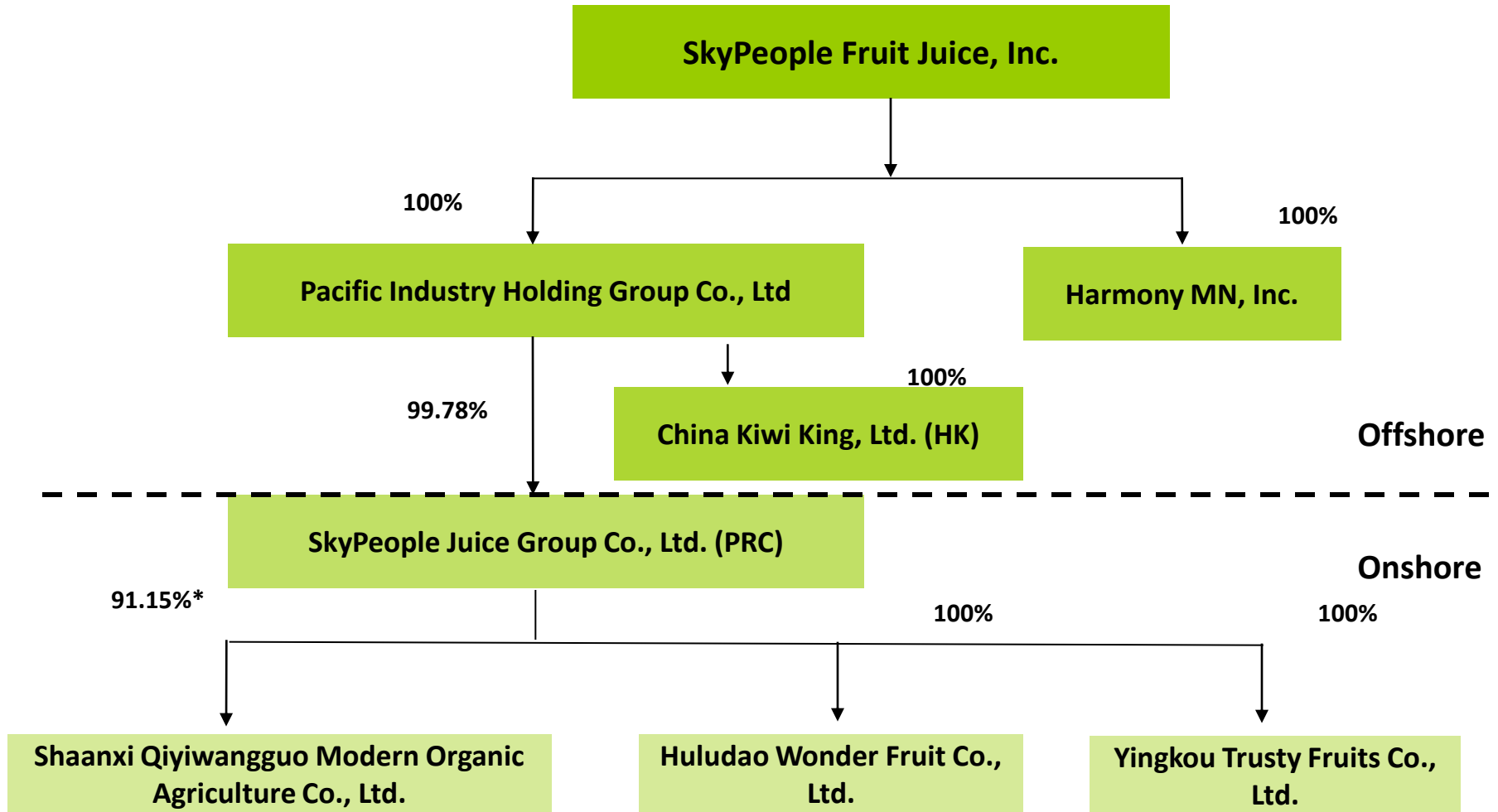


"Excellent Enterprise" Certificate, Xi'an

- SPU's apple juice concentrate competitors include:
 - Sdic Zhonglu Fruit Juice Co., Ltd. (public company – SHSE:600962)
 - Yantainorth Andre (Group) Juice Co., Ltd. (public company – HK:8259)
 - Shaanxi Hengxing Fruit Juice (private company)
 - Shaanxi Haisheng Juice Holdings Co., Ltd. (public company – HK:0359)

- SPU also competes with fruit juice companies such as Wahaha, Huiyuan, Nongfu Guoyuan, Tongyi, and Meizhiyuan

Corporate Structure



*Xi'an Qinmei Food Co., Ltd., an entity which is not affiliated with the Company, owns the other 8.85% of the equity interests in Shaanxi Qiyiwangguo