



Attention: News Editor

News Release
14 December 2004
(For Immediate Release)

Contact Person:
Jenny Lam
The Blue Edge Pte Ltd
Tel: 67383845 /97696889

Food Empire Holdings Honoured As One Of Singapore's Most Valuable Brands For Second Consecutive Year

Singapore, 14 December 2004 – SGX mainboard-listed Food Empire Holdings (Food Empire), a leading food and beverage group, is pleased to announce that it has been honoured for the second consecutive year as a winner of the annual Singapore Brand Award 2004. The awards were unveiled today at the Singapore Brand Award press conference organised by International Enterprise (IE) Singapore. This annual award honours the top 15 Singapore companies selected as having the most valuable brands in the nation.

The Most Valuable Singapore Brands Award

Food Empire Holdings was ranked 13th in this year's award and was valued as having an estimated brand value of S\$73 million based on its portfolio of brands.

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire said: "We are proud and elated that Food Empire has once again been ranked among the best of the best in Singapore as one of the most valuable brands. This award is a strong recognition of the success achieved by homegrown companies in global marketing and brand building."

"We are pleased to have been recognised for our efforts in breaching challenging international markets to build a distinct winning position for our various product brands, including MacCoffee which is a market leader in places like Russia, Ukraine and Central Asia. Our success is testament to what a well-managed homegrown brand can achieve in the global marketplace. This award will definitely spur us to continue pursuing our strategy to stamp our global footprint as a premier international food and beverage company – one with winning products and renowned brands," added Mr Tan.

Food Empire's success can be defined by several factors including:

- An ability to identify potential growth markets with good consumer demand for its products.
- Consistent investments in dynamic marketing, advertising and promotions and creative brand building.
- A wide and strong business and distribution network worldwide.
- An experienced team of international staff with the experience and expertise to develop the business effectively in different geographical territories.
- Effective quality control and delivery of products that meet consumers' needs and expectations.

Food Empire manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food under its own international product brands including its flagship MacCoffee. MacCoffee and other brands including Klassno, Kracks and OrientBites are sold in over 50 countries in markets such as Russia, Eastern Europe, Central Asia, the Middle East, China, Mongolia, Indonesia, Indochina and the US.

Food Empire Holdings has received many local and international accolades for its achievements over the past decade:

- Food Empire's manufacturing arm, FES Industries Pte Ltd (FESI), was ranked one of Singapore's "Fastest Growing 50" companies in 2004.
- Food Empire's Hyson Liquor Tea range was selected to be showcased at SIAL 2004 Innovations – the world's premier food and beverage show held in Paris biennially.
- Food Empire was a winner of "The Most Valuable Brands Award" while MacCoffee was a winner of "The Strongest Brands Award" at the Singapore Brand Award 2003.
- Won awards for five consecutive years (including 2004) at the annual Singapore Star Award national competition for design and packaging for its products.
- MacCoffee 3-in-1 won the International "Golden Trade Marks" awards for the 2nd consecutive year (Ukraine, 2003).
- Won nine awards for high quality of its products at the 2002 World Selections of Quality organised by the prestigious Monde Selection in Belgium.
- MacCoffee was voted the winner – 2001, 2002 and 2003 – for "Best Instant Coffee Beverage of The Year" in Ukraine's "Choice Of The Year" Award.

Other accolades received include the prestigious 10th Golden American Award for Quality (given in New York in 1998), the 22nd Best Trade Name (Rome, 1997) and the 10th Golden Europe Award for Quality (Paris, 1996).

The Singapore Brand Award 2004

The Singapore Brand Award 2004, organised by IE Singapore, was launched in 2002 to encourage the use of branding as a key strategic tool for successful internationalisation as well as to identify

and profile Singapore brands with the potential to become global brands. Undertaken in partnership with Interbrand consultancy, IE Singapore adopts the same internationally established and accepted methodology as that used in the annual "The Best Global Brands" league table published jointly by BusinessWeek and Interbrand. The Brand Valuation methodology covers the three key areas of Financial Analysis, Market Analysis and Brand Analysis.

Issued For And On Behalf of Food Empire Holdings By:

The Blue Edge Pte Ltd

(Business communications consultancy)

For more information please call:

Ms Jenny Lam, Director
The Blue Edge Pte Ltd
Tel: 65-7383845 / HP: 65-97696889

Ms Cynthia Lee, Marketing Communications Manager
Food Empire Holdings Ltd
Tel: 65-67448911

About Food Empire Holdings

SGX mainboard-listed Food Empire Holdings is a leading food and beverage company that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire Holdings' products are exported to over 50 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 12 offices (representative and liaison) in 11 countries in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, Mongolia and Vietnam.

The Group's core products include a wide variety of regular and flavoured coffee mixes and cappuccinos, instant chocolate, instant breakfast cereal and flavoured fruit teas. Food Empire also markets a refreshing range of confectionery, snack food such as dried calamari and potato crisps and a delectable assortment of frozen convenience food that includes Asian delicacies.

Food Empire has more than 170 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, Bésame, OrienBites, MacCandy, Zinties and Kracks. MacCoffee, the group's flagship brand, has been consistently rated as a market leader over the past few years and was recently ranked among the top three most popular instant 3-in-1 coffee brands in the group's core markets including Russia, Ukraine and Kazakhstan.

The company has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003 at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands".

For more information on Food Empire, please visit www.foodempire.com