



News Release
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Food Empire Holdings Honoured In Inaugural Singapore International 100 Ranking By IE Singapore

Singapore, 2 February 2005 – SGX mainboard-listed Food Empire Holdings (Food Empire), a leading food and beverage group, is pleased to announce that it has been honoured and ranked 79th in the first ever **Singapore International 100 Ranking**. The Singapore International 100 Ranking is the inaugural attempt to identify and celebrate Singapore's top 100 companies ranked by overseas revenue.

The ranking results will be announced tonight at the Gala Dinner of the International Enterprise Forum by IE Singapore. The Singapore International 100 Ranking is organised by IE Singapore with DP Information as the ranking organisation, and in collaboration with the Singapore Business Federation and The Business Times.

The Singapore International 100 Ranking lists the top 100 companies by their overseas revenue. In addition, the ranking also recognises the top 10 companies with the largest revenue contributions from the markets of China, India, Southeast Asia, the Middle East, Europe, the Americas and North Asia. The purpose of this ranking exercise is to promote internationalisation and awareness on the need for a strong external economy for Singapore's continued economic development.

The companies in the Singapore International 100 Ranking were selected and ranked based on their audited Sales Revenue from Overseas Market for financial period ending between 1 June 2003 and 31 May 2004. Revenue from Overseas Market refers to turnover deriving from market(s) outside Singapore.

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire said: "We are delighted that Food Empire has been ranked among market leaders with the highest overseas revenue in the first ever Singapore International Top 100 Ranking.

"At Food Empire, we are proud to have an established international business operation with nearly 100 per cent of group revenue derived from major markets outside of Singapore. Our efforts to breach global frontiers have been rewarded with market leader positions for our various products including MacCoffee which is renowned in places like Russia, Ukraine and Central Asia. With offices in 11 countries and sales of our products in over 50 countries, we are in strong position to develop Food Empire into a premier international food and beverage company."

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

- An experienced team of international staff with the experience and expertise to develop the business effectively in different geographical territories.
- The 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.
- 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 OrienBites 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 was ranked as one of Singapore's Most Valuable Brands, for the second consecutive year, at the prestigious national Singapore Brand Award 2004.
- In 2003, Food Empire was a winner of "The Most Valuable Brands Award" while its flagship instant coffee brand MacCoffee was a winner of "The Strongest Brands Award" at the Singapore Brand Award 2003.
- Food Empire has been in the national Singapore 1000 ranking for the past two consecutive years.
- 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.
- 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 International 100 Ranking

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The companies in the Singapore International 100 Ranking are selected and ranked based on their audited Sales Revenue from Overseas Market for financial period ending between 1 June 2003 and 31 May 2004. Revenue from Overseas Market refers to turnover deriving from market(s) outside Singapore. The ranking criteria for companies include being profitable during the ranking period and being ranked in Singapore 1000, Emerging 1000, SME 500 and SME Emerging 200.

Issued For And On Behalf of Food Empire Holdings By:

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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 and 2004 at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands" in 2003.

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