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*FOR IMMEDIATE RELEASE:*

**FOOD EMPIRE'S PROPRIETARY BRAND, MACCOFFEE AND ITS TWO OTHER BRANDS - PETROVSKAYA SLOBODA AND KRACKS VALUED AT S\$182 MILLION**

**15<sup>th</sup> June, 2007 Singapore** - SGX-listed Food Empire Holdings (the Group) today announced its proprietary brand MacCoffee has been valued at S\$166 million and together with its two other brands, Petrovskaya Sloboda and Kracks, have been assigned a total value of S\$182 million in a brand evaluation study conducted by international branding consultants *Brand Finance*.

The study was conducted in three of the Group's key markets - Russia, Eastern Europe and Central Asia.

The portfolio of brands includes the MacCoffee range of beverages, which hold a dominant market share in Russia (38%), Ukraine (49%) and Kazakhstan (84%).

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire said: "Brands navigate, reassure and engage the minds of customers. Food Empire has consistently engaged in brand building activities to increase consumer loyalty for our products."

"This valuation shows our branding efforts are working. We will continue to invest in brand development as our brands connect us to our customers and add value to our business."

"To build a successful brand you need strong marketing, quality products, effective distribution networks and good relationships with partners and customers."

"Our integrated brand management strategy has been a major contributor to our achievement of seven consecutive years of double digit revenue growth," Mr Tan said.

Food Empire's branding approach involves a combination of distinctive packaging, innovative advertising, attractive promotional offers as well as sponsorship of sporting and cultural events.

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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) - 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 200 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, 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 Group has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003, 2004, 2005 and 2006 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](http://www.foodempire.com).***

## **About Brand Finance**

Brand Finance is a leading independent valuation specialist firm founded in the UK in 1996. Headquartered in London, we have a global network of 17 offices.

We are highly experienced in valuing enterprises, brands and all classes of intangible assets for transactions, financial reporting, accounting, legal and tax purposes. Such valuations have been completed for use in different jurisdictions and for different reasons. We also advise our clients on how to maximise shareholder value through effective management of their intangible assets. Our services include deal evaluation, intangible asset valuation, brand evaluation and valuation, and brand investment scorecard.

Our people represent a unique combination of talents. Brand Finance employs highly experienced professionals with background in accounting, finance, economics, investment banking, brand management and market research.

Brand Finance works for blue chip companies across a wide range of sectors. We customise our tools and approaches to meet specific client needs. Our flexible approach has resulted in long-standing client relationships.