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**FOR IMMEDIATE RELEASE**

**Food Empire Recognised as “Top 100 Singapore Brands” by  
Brand Finance**

- **Ranked 60<sup>th</sup> in Top 100 Singapore Brands**
- **Recognition of Group’s efforts to grow on its intangible assets and brands to create greater enterprise value in international markets**

**Singapore, 8 September 2016** – Food Empire Holdings Limited (“Food Empire”, together with its subsidiaries, the “Group”), an international food and beverages company headquartered in Singapore, is pleased to announced today that it has been recognised as the “Top 100 Singapore Brands” by Brand Finance, the world’s leading independent intangible asset and brand valuation consultancy.

The Group was ranked 60<sup>th</sup> in the “Top 100 Singapore Brands” in the brand ranking published annually which incorporates data from all listed companies. Each brand is accorded a brand rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set; and a brand value, which is a summary measure of the financial strength of the brand.

On the ranking, the Group’s Executive Chairman, Mr Tan Wang Cheow, said, “We are encouraged to be recognised as one of the leading brands in Singapore. This recognition is a reflection of our continuous efforts to grow on our intangible assets and brands to create greater enterprise value in our international markets. We will continue to leverage on our strong branding and to deliver our growth strategies as we deepen penetration into the Indochina markets, East Asia markets and other new emerging markets. We are confident to build on our brand value and reputation to bring the Group to greater heights.”

– End –



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### **About Food Empire Holdings Limited (Bloomberg Code: FEH SP)**

SGX Mainboard-listed Food Empire Holdings (“the Group”) is a global branding and manufacturing company specialising in the food and beverage industry. The Group’s products portfolio includes instant beverages, frozen convenience food, confectionery and snacks.

Food Empire produces a wide variety of instant beverages such as regular and flavoured coffee mixes and cappuccinos, chocolate drinks and flavoured fruit teas. The Group also markets instant breakfast cereal, assorted easy-to-prepare frozen foods, and snack items such as potato crisps and corn sticks. In addition to consumer retail products, the Group also sells raw ingredients like instant coffee and non-dairy creamer to other food manufacturers under its B2B arm. In 2015, the Group set up a joint venture, Cap Empire S.r.l (Cap Empire), in Italy to produce and market capsules for coffee and other beverages.

Food Empire’s products are sold to over 50 countries, in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Africa, Mongolia, Europe and the US. The Group has 24 offices (representative and liaison) worldwide. The Group operates six manufacturing facilities (two in Malaysia, Myanmar, Russia, Ukraine and Vietnam) and three production facilities (two in Malaysia and one in India).

Food Empire’s strength lies in its proprietary brands – including MacCoffee, Petrovskaya Sloboda, Klassno, Café Pho, CafeRite, NutriRite, Hillway, Hyson, OrienBites and Kracks. MacCoffee - the Group’s flagship brand - has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group’s core market of Russia, Ukraine and Central Asia. The Group employs sophisticated brand building activities, localised to match the demographics and consumer trends of the local markets in which its products are sold.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being recognized as one of the “Most Valuable Singapore Brands” by IE Singapore, while MacCoffee has been ranked as one of “The Strongest Singapore Brands”. Forbes Magazine has twice named Food Empire as one of the “Best under a Billion” companies in Asia and the company has also been awarded one of Asia’s “Top Brand” by Influential Brands.

For more information, please refer to: <http://www.foodempire.com>

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**Issued for and on behalf of Food Empire Holdings Limited.  
by Financial PR Pte Ltd**

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