

Brand Building Activities



“At any given time, someone is relishing a moment with a cup of coffee from Food Empire, sharing a common sentiment.”



Singapore's Most Valuable Brand



- Consistently ranked “Singapore’s Most Valuable Brands”
- Brand Value SGD98.4 m

Company	2006 Rank	Value (\$ mil)
SingTel*	1	2,673.4
UOB	2	2,187.9
DBS Bank	3	1,462.1
Asia Pacific Breweries*	4	1,362.9
Shangri-La#	5	1,217.9
OCBC Bank	6	1,113.7
Great Eastern	7	692.5
Singapore Airlines	8	354.7
Brand's	9	165.3
OSIM	10	156.3
F&N*(soft drinks)	11	150.2
Tiger Balm	12	143.7
Petra Foods*	13	130.0
Food Empire*	14	98.4
Creative	15	69.5

Beverages



Non-Beverages



MacFood



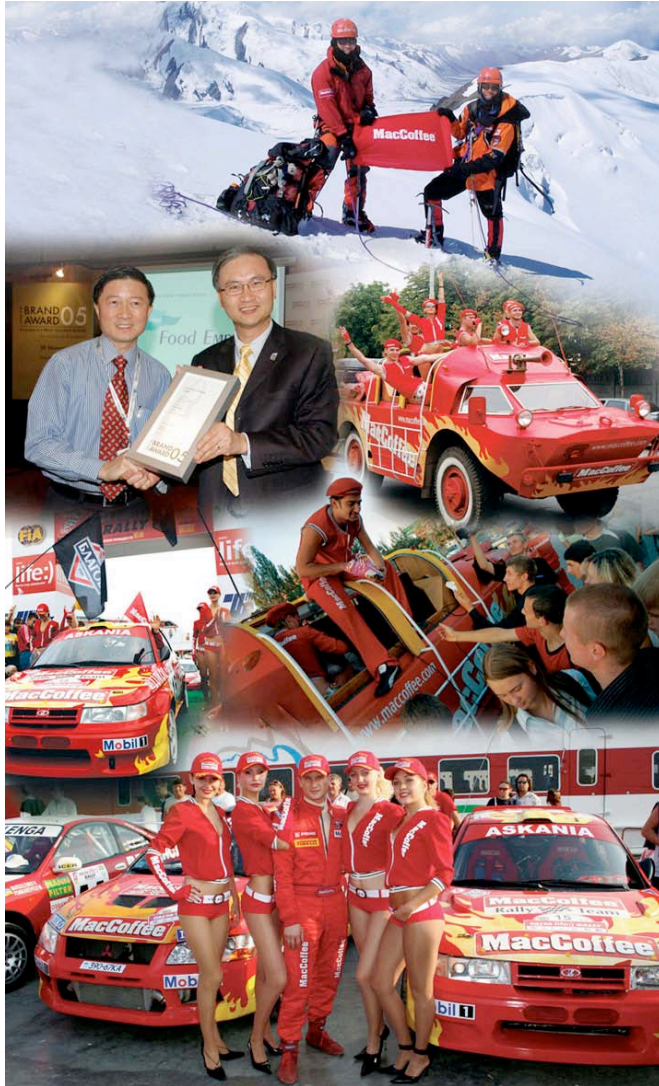
Our Brand Strategy



Maximum visibility:
“Brands have to be seen everywhere. And the brand image and characteristics of each brand must be well-defined, right down to the colour of uniforms worn by promotional staff,” says Mr Tan.

- Consistency and holistic communications
- Association with local culture and lifestyle
- Unique brand experience through strategic marketing activities customised to local market conditions and trends

Brand Strategy



- Link brand experience to “good times” and excitement through:
- Sporting events
 - Lifestyle events
 - Fun promotions
 - Cultural activities

Our Global Presence



Extensive network of global distribution partners

Exporting to more than 50 countries and 18 offices established worldwide

Russia Insights



- Area: 17,075,200 sq km
- Population: 143,700,000
- Capital: Moscow
- GDP: US\$1.6 trillion
- GDP per capita: US\$11,209
- Food Empire's largest market
- Representative office in Moscow
- MacCoffee enjoys a majority market share of 49.4% in instant coffee mix market Source: AC Nielsen, Dec 2006



Russian Factory Opening Ceremony



Manufacturing in Russia



Exterior of Plant



Warehouse



Production Line



TVC Campaign on MacCoffee Premium



**MacCoffee Sponsors The World Class Events—
ISU European Figure Skating Championship 2007
Warsaw, Poland & UEFA Cup**



MacChocolate



MacCoffee®

Conferred SuperBrand Status in Russia