



FOOD EMPIRE OPENS NEW FACTORY IN UKRAINE

November 22, 2012 [Zolotonosha, Ukraine]: Food Empire today announced the official opening of its new manufacturing facility in Ukraine.

Located in Zolotonosha, in the Cherkasy region, occupying 5.4 hectares, the opening was attended by His Excellency Simon Tensing de Cruz, Ambassador of the Republic of Singapore to Ukraine, Mr Sergei Tulub, head of the Cherkasy Regional State Administration and Mr Vitaly Wojciechowski, Mayor of Zolotonosha.

Food Empire has invested an initial amount of 93 million hryvnia (USD\$11.4 million) in the facility.

Food Empire has been active in the Ukraine market for more than 15 years and its brands, MacCoffee and Petrovskya Sloboda, have a strong following from local consumers.

Mr Tan Wang Cheow, Chairman of Food Empire, said Ukraine is the Group's second largest market in terms of revenue, and the Group's products currently command a market share of more than 40 per cent of the 3-in-1 instant coffee market.

"This new facility shows the importance of the Ukraine market to Food Empire. Production from the new Ukraine factory will be sold in the Ukrainian market, as well as exported to neighboring countries in Eastern Europe."

“The new factory creates jobs and provides excellent conditions for employees”, Mr Tan Wang Cheow said.

The Singapore Ambassador to Ukraine, Mr Simon Tensing de Cruz said the opening of Food Empire’s production facilities is a step forward in the relationship between Singapore and Ukraine.

"The construction and launch of the new plant is not only a significant investment by a Singapore company in the Ukraine economy, it is also an example to other Singapore companies on how to do business in Ukraine”, said Mr Simon Tensing de Cruz.

The head of the Cherkasy Regional State Administration, Mr Sergey Tulub said Food Empire is a significant contributor to the region’s economy.

“The new factory creates jobs in direct manufacturing as well as associated industries such as sugar, which is supplied by sugar plants in the region”, Mr Sergey Tulub said.

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About Food Empire Holdings

SGX Mainboard-listed Food Empire Holdings (Food Empire) is global branding and manufacturing company in the food and beverage sector. Its products include instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire's products are exported to over 60 countries in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Mongolia and the US. The Group has 17 offices (representative and liaison) - Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, UAE, Mongolia and Vietnam. The Group operates five manufacturing facilities in Singapore, Russia, Ukraine, Malaysia and Vietnam.

Food Empire's products include a wide variety of beverages including regular and flavoured coffee mixes and cappuccinos, chocolate drinks and flavoured fruit teas. It also markets a range of food products including instant breakfast cereal, confectionery, snack products and frozen foods.

Food Empire's strength lies in its proprietary brands - including MacCoffee, Petrovskaya Sloboda, Klassno, Hyson, OrienBites and Kracks. MacCoffee - the Group's flagship brand - has been consistently ranked as the leading 3-in1 instant coffee brand in the Group's core market of Russia, Ukraine and Kazakhstan. The Group employs sophisticated brand building activities, localized to match the flavor of the local markets in which its products are sold.

Since its public listing in 2000, Food Empire has won numerous accolades including being selected as one of the "Most Valuable Singapore Brands", ranked as one of "The Strongest Singapore Brands" and has been named one of the "Best under a Billion" companies in Asia by Forbes Magazine.