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FOR IMMEDIATE RELEASE

**Food Empire wins *MacCoffee 3 in 1* trademark case in Lithuania,
a member of the European Union**

- **The Supreme Court of Lithuania rules in favour of Food Empire granting protection of *MacCoffee 3 in 1* trademark in Lithuania**
- **Food Empire has been operating in Lithuania for more than a decade and the outcome allows the Group to continue to build on the success of its brand**

Singapore, 25 July 2016 – Food Empire Holdings Limited (“Food Empire”, together with its subsidiaries, the “Group”), an international food and beverages company headquartered in Singapore, announced today that its wholly-owned subsidiary Future Enterprises Pte Ltd, has received a favourable ruling in a case against McDonald’s International Property Company Ltd in Lithuania.

The ruling by The Supreme Court of Lithuania brings to end a three-year legal battle Food Empire has pursued in one of its markets to protect its brand identity. Food Empire’s trademark protection ruling, initially ruled in September 2013, was contested in an appeal where the original court decision was upheld. Post assessment of the elements and the overall (global) impression of the compared trademarks of McCaFE and *MacCoffee 3 in 1*, the Chamber of Judges concluded that the marks were not confusingly similar.

On the ruling, the Group’s Executive Chairman, Mr Tan Wang Cheow, said, “We are happy with the outcome and this has established a basis in one of the members of the European Union. Food Empire has been operating in Lithuania for more than a decade and the court’s decision will allow us to continue to build on the success of our brand.”

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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 exported 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>

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

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