

Food Empire achieves best ranking in 4 years at 53rd place for this year's "Top 100 Most Valuable Singaporean Brands" by Brand Finance

- This is the Group's best ranking in 4 years since 2016, with an estimated brand value of about US\$ 81 million.
- Award serves as validation for Food Empire's efforts towards improving customers' experience and brand equity.
- The Group will continue to further entrench its geographical presence in its existing markets of operations, leverage on its strong branding and enhanced product offerings to grow its global customer base and deliver greater value to shareholders.

Singapore, 2 September 2020 – Food Empire Holdings Limited ("**Food Empire**", together with its subsidiaries, the "**Group**"), is pleased to announce it has been recognised as one of the Top 100 "Most Valuable Singaporean Brands" by Brand Finance, the world's leading valuation and strategy consultancy.

Specifically, the Group was ranked 53rd place in the brand ranking, the Group's best ranking in 4 years since 2016 (2016: 60th spot), marked an improvement of 5 notches from the prior placing attained in 2019. Brand value for the Group also improved, from US\$76 million in 2019 to US\$81 million in 2020. The assessment was made by estimating Food Empire's likely future revenues attributable to its respective brands, calculating the royalty rate that would be charged for the use of its brands assuming it was not already owned and benchmarking it against other contestants.

Commenting on the ranking, the Group's Executive Chairman, Mr Tan Wang Cheow, said, "**We are very pleased that our efforts are being acknowledged and are honoured to be included in the Top 100 "Most Valuable Singaporean Brands" by Brand Finance for several consecutive years. The steady improvements in our ranking serve as validation for Food Empire's efforts towards improving customers' experience and brand equity. Moving forward, we will continue to further entrench our geographical presence in our existing markets of operations, leverage on our strong branding and enhanced product offerings to grow our global customer base and deliver greater value to our shareholders.**"

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Incorporated in the Republic of Singapore



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

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

Food Empire's products are exported to over 50 countries, in markets such as Russia, Vietnam, Ukraine, Kazakhstan, Central Asia, the Middle East, China, Mongolia and North America. The Group has 23 offices worldwide and operates 7 manufacturing facilities in Malaysia, India, Vietnam, Russia and Ukraine.

Food Empire's products include a wide variety of beverages, such as regular and flavoured coffee mixes and cappuccinos, chocolate drinks and flavoured fruit teas. It also markets instant cereal mixes and assorted frozen convenience foods, as well as produces and markets potato crisps.

Food Empire's strength lies in its proprietary brands – including MacCoffee, Café PHO, Petrovskaya Sloboda, Klassno, Kracks and OrienBites. 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 Vietnam. The Group employs sophisticated brand building activities, localised to match the flavour 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 recognised as one of the "Most Valuable Singapore Brands" by IE Singapore (now known as Enterprise 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. Food Empire was also presented with the Sustainability Award at the SIAS 20th Investors' Choice Award in Singapore. For more information, please refer to: <http://www.foodempire.com>

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

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