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NEWS RELEASE

# SINO GRANDNESS SUCCESSFULLY ROLLS OUT GARDEN FRESH JUICES INTO 7-ELEVEN STORES IN HONG KONG, AIMING FOR THAILAND EXPORT MARKET NEXT

- Expanded presence in Hong Kong expected to increase Garden Fresh brand awareness further beyond PRC mainland market
- Engaged in discussions to explore possibility of exporting Garden Fresh juices into Thailand market during second half of 2015

SINGAPORE – 05 May 2015 – Mainboard-listed Sino Grandness Food Industry Group Limited 中华食品工业集团有限公司 ("Sino Grandness" or "the Company" and together with its subsidiaries, the "Group"), a Shenzhen, China based food and beverage company principally involved in the production and distribution of fruit and vegetable juices as well as canned food products is pleased to announce the further expansion of its distribution network in Hong Kong for its own-branded 鲜绿园<sup>®</sup> ("Garden Fresh") fruit juices. In April 2015, Garden Fresh juices have been successfully rolled out across multiple 7-Eleven stores in Hong Kong.

Mr. Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, "As announced in October 2014, further to our successfully roll out of Garden Fresh juices into *wellcome* stores, which is one of the largest supermarket chains in Hong Kong, I am pleased with yet another breakthrough in our on-going efforts to expand Garden Fresh export markets. I am excited about this latest development since 7-Eleven is one of the most recognized and easily found retail points in Hong Kong and globally. As such, I believe our presence in such prominent retail points will help to increase Garden Fresh brand awareness further beyond the PRC mainland market. Adding up the *wellcome* stores network of more than 200\* retail points and 7-Eleven stores of more than 900\* retail points, Garden Fresh juices could be made available in more than 1100 retail points in Hong Kong assuming the product roll out is fully executed across all retail points."

\* There are currently more than 900 **7-Eleven** stores and more than 200 **wellcome** stores in Hong Kong. (source : <u>www.7-eleven.com.hk</u> and <u>www.wellcome.com.hk</u>)

"Presently, the two main Garden Fresh juices that are being distributed in Hong Kong are the 50% loquat juice and 50% blended hawthorn juice. These 2 product categories are amongst the top selling tastes within the Garden Fresh product range. As we continued to expand our product range within the PRC mainland market over the past few years, such as the recent introduction of loquat-lemon and loquat-kumquat juices during the Chengdu Trade Exhibition in March 2015, we will do likewise for our export markets by gradually expanding our Garden Fresh product range available to overseas consumers as well," Mr Huang added.

## Aiming for Thailand market next

Apart from expanding in the Hong Kong market, Sino Grandness is presently engaged in discussions with senior management of its strategic investors and distributors from Thailand to explore the possibility of exporting Garden Fresh juices into the Thailand market during the second half of 2015 and thereafter to use Thailand as a new platform to expand into other Southeast Asia markets. The initial juices that are intended to be rolled out into the Thailand market will likely be 50% and 100% loquat juices.

According to wikipedia.org, Southeast Asia countries have a combined population based of approximately 618 million, which is almost half the size of China's population. As such, the Group believes Southeast Asia markets can offer another promising long term growth avenue underpinned by its huge and growing population base.

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### About Sino Grandness Food Industry Group Limited

Headquartered in Shenzhen the PRC, Sino Grandness is an integrated manufacturer and distributor of own-branded 鲜绿园<sup>®</sup> (Garden Fresh) juices as well as canned fruits and vegetables. Since its establishment in 1997, the Group has rapidly grown to become one of the leading brands for loquat fruit juice in China as well as top exporters of canned asparagus, long beans and mushrooms from China. The Group's products are distributed globally across Europe, North America and in Asia, in renowned supermarkets, discount stores and convenience stores including as Lidl, Rewe, Carrefour, Wellcome, 7-Elevan, Jusco and Metro.

With stringent quality control and procedures implemented in its manufacturing processes, Sino Grandness' canned products are compliant with international standards, including Hazard Analysis and Critical Control Point ("HACCP") food safety system, British Retail Consortium ("BRC"), International Food Standard ("IFS") and International Organization for Standardization ("ISO") certifications. As such, Sino Grandness is able to export its canned products to customers globally including the European Union, which has enforced import restrictions (commonly known as "Green Barriers") since 2000 on the grounds of environmental and food safety issues.

Sino Grandness' production plants in China are strategically located in four provinces, namely Shandong, Shanxi, Sichuan and Hubei – all of which are key agricultural belts. The production

bases straddle different climatic regions so that production activities can be carried throughout the year.

In 2010, the Group successfully launched its own-branded bottled juices Garden Fresh, comprising unique fruits such as loquat and hawthorn to target the huge domestic consumer base in China. In recognition of the Group's R&D and brand building efforts, Garden Fresh juices have been accorded the "Innovative, Outstanding and Nutritious Award" by the PRC Food Industry in 2010 as well as "Top 100 Brand in China" by the joint agency of Global times, Asia Brand Association and China Economic Herald in 2013.

#### Note :

This release may contain predictions, estimates or other information that may be considered forwardlooking statements. Actual results may differ materially from those currently expected because of a number of factors. These factors include (without limitation) changes in general industry and economic conditions, interest rate movements, cost of capital and capital availability, competition from other companies and venues for sale/manufacture/distribution of goods and services, shift in customer demands, changes in operating expenses, including employee wages and raw material prices, governmental and public policy changes, social and political turmoil and major health concerns. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current view of management on future events. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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