



Food Empire makes “Top 100 Most Valuable Singapore Brands” list for 14th year

SINGAPORE – 24 May 2024 – Leading multinational F&B manufacturing and distribution company, Food Empire Holdings Limited (“**Food Empire**”, or together with its subsidiaries, the “**Group**”) has made it to Brand Finance’s “Top 100 Most Valuable Singapore Brands” for the 14th consecutive year, affirming the Group’s ongoing commitment to enhance customer experience and brand equity.

The Group was ranked 60th on the 2024 list, which it attributes to ongoing brand building efforts to market its instant beverage brands across its core markets. These includes its award-winning flagship MacCoffee brand and others, which are sold in more than 60 countries worldwide.

Group Executive Chairman, Mr Tan Wang Cheow, said: *“Food Empire enjoys market leadership positions in all our core markets where many of our brands have strong visibility because of our consumer engagement activities that constantly evolve to cater to changing trends. Over the years, our brands have gained widespread acceptance that led to three out of five of our segments crossing the US\$100.0 million mark in FY2023¹ and enabled us to achieve record overall sales for the financial year.*

“We are very encouraged to have been recognised by Brand Finance for the 14th time. We are determined to seek continual improvements in our ranking for many more years to come.”

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Cautionary Statement

Shareholders are advised to read this press release and any further announcements by the Company carefully. Shareholders should consult their stockbrokers, bank managers, solicitors or other professional advisers if they have any doubt about the actions that they should take.

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

SGX Mainboard-listed Food Empire Holdings (“**Food Empire**” or together with its subsidiaries, the “**Group**”) is a multinational food and beverage manufacturing and distribution group headquartered in Singapore. With a portfolio spanning instant beverages, snack foods, and a growing presence in food ingredients, Food Empire's products are sold in over 60 countries across North Asia, Eastern Europe, South-East Asia, South Asia, Central Asia, Middle East, and North America. Supported by 8 manufacturing facilities in 5 countries and 23 offices worldwide, Food Empire offers an enticing range

¹ Year ended 31 December 2023.

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of branded beverages and snacks, including classic and flavoured coffee mixes and cappuccinos, chocolate drinks, flavoured fruity teas, bubble tea, instant cereal blends, and potato chips. Its food ingredients business features the finest freeze-dried and spray-dried instant coffee, as well as non-dairy creamer.

Food Empire owns a family of proprietary brands – including MacCoffee, CaféPHŌ, Petrovskaya Sloboda, Klassno, Hillway, 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 markets. The Group employs innovative 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” and CaféPhŌ received “Top Brand” Award by Influential Brands. Forbes Magazine has thrice named Food Empire as one of the “Best Under A Billion” companies in Asia and the company has also been awarded as one of Asia’s “Top Brands” by Influential Brands.

Food Empire is dedicated to sustainability, as evidenced by the receipt of the Sustainability Award at the Securities Investors Association (Singapore) 20th Investors’ Choice Award – and it also emerged as the winner of The Enterprise Award at the Singapore Business Awards 2020/2021.

For more information, please refer to: www.foodempire.com

Issued by August Consulting on behalf of Food Empire Holdings Limited

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