

Food Empire climbs 6 notches to 59th place for this year's “Most Valuable Singaporean Brands” by Brand Finance

- Brand Finance as the world's leading valuation and strategy consultancy, with offices in over 20 countries
- Assessment done by estimating likely future sales attributable to a brand and calculating the royalty rate chargeable for the brand assuming it was not already owned
- Award serves as recognition of the Group's continuous efforts to enhance brand equity and create greater enterprise value in international markets

Singapore, 08 August 2018 – Food Empire Holdings Limited (“**Food Empire**”, together with its subsidiaries, the “**Group**”), a global branding and manufacturing company in the food and beverage sector, is pleased to announce its recognition 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 59th place in the brand ranking, after a series of assessment done by estimating the likely future sales that are attributable to a particular brand and calculating the royalty rate that would be charged for the use of the brand assuming it was not already owned. This is an improvement of 6 notches from the prior placing attained in 2017, bearing testimony to the quality of the Food Empire brand.

Commenting on the ranking, the Group's Executive Chairman, Mr Tan Wang Cheow, said, **“We are pleased with the Group's performance at this year's awards. It is a validation of our efforts to enhance brand equity. Moving forward, we will continue to leverage on our strong branding to grow our global customer base and deliver greater value to our shareholders.”**

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Food Empire Holdings Limited

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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, 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 24 offices (representative and liaison) worldwide. The Group operates eight manufacturing facilities in Malaysia, India, Myanmar, 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 breakfast cereal, potato crisps and assorted frozen convenience 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 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 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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