

Food Empire supports “Give a Line. Change a Life.” project

- Project aims to ease ex-offenders’ integration into society by giving them ready access to modern-day mobile technology while providing them an effective avenue to reconnect with their family and friends.
- Specifically, Food Empire will be distributing free smart phones with Zero1 Unlimited Data Mobile Plan and pre-installed ISCOS Mobile App to new releasees.
- Project highlights Food Empire’s commitment towards corporate social responsibility and the Group’s continuous efforts in making positive contributions to the community.

Singapore, 9 December 2019 – Food Empire Holdings Limited (“**Food Empire**”, together with its subsidiaries, the “**Group**”), is pleased to announce today its involvement in the “Give a Line. Change a Life” project.

Organised by Industrial & Services Co-operative Society Limited (“**ISCOS**”), an organisation that supports ex-offenders, their children and families, this project serves to ease ex-offenders’ integration into society by giving them ready access to modern-day mobile technology while providing them an effective avenue to reconnect with their family and friends.

Food Empire, in collaboration with ISCOS and Zero1, will be distributing free smart phones with Zero1 Unlimited Data Mobile Plan and pre-installed ISCOS Mobile App to new releasees. The ISCOS Mobile App, developed as a platform to actively engage members and beneficiaries, serves to keep the new releasees and their families abreast of latest happenings or upcoming events, as well as maintain regular touch points within the target groups.

Mr. Tan Wang Cheow, Executive Chairman of Food Empire said, “**At Food Empire, we take pride in our corporate social responsibility and are always committed to helping those in our community. With mobile phones and connectivity becoming an increasingly important part of our modern-day lives today, we felt that this “Give a Line. Change a Life.” project will be especially meaningful in lending support to ex-offenders and their families. Through it, we seek to help them start afresh, rebuild their lives and reconnect with society.**”

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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 50 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 8 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-in-1 instant coffee brand in the Group's core market of Russia, Ukraine and Kazakhstan. 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.

For more information, please refer to: <http://www.foodempire.com>

Issued for and on behalf of Food Empire Holdings Limited.

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