



AURIC PACIFIC

AURIC PACIFIC GROUP LIMITED

Annual General Meeting

30 April 2014

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Financials

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Financials Overview

	FY2013	FY2012
Revenue	\$398.5M	\$390.0M
Gross Profit ("GP")	\$171.3M	\$163.9M
GP Margin	43%	42%
EBITDA (excluding exceptional items)	\$16.4M	\$18.0M
(Loss)/Profit before tax and exceptional items	(\$0.3M)	\$4.0M
Exceptional items	(\$21.6M)	(\$5.0M)
Loss before tax	(\$21.9M)	(\$1.0M)
Income tax (expense)/credit	(\$1.3)	\$12.6
(Loss)/profit after taxation	(\$23.2)	\$11.6
(Loss)/Earnings per share (in cents)	(17.46)	11.63

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Financials - Exceptional Items

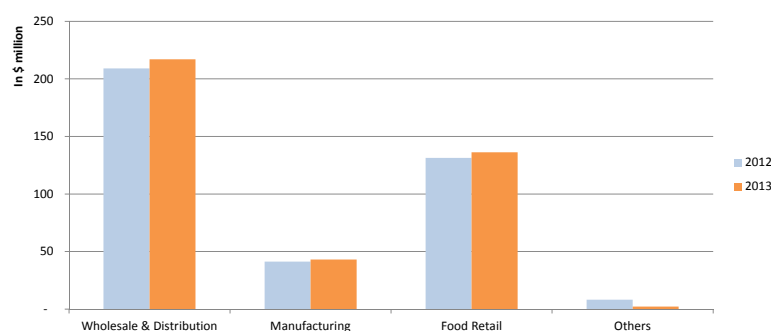
Profit and Loss Items	S\$ million
Loss before tax	(21.9)
Less Exceptional Items:	
⊕ Planned closures of non-operating F&B operations	6.7
⊕ Adjustment to depreciation of fixed assets	1.1
⊕ One-off impairment loss on intangible assets of Edmontor	10.0
⊕ Allowance for impairment loss on unquoted investment fund	3.0
⊕ Provision for a regulatory claim under appeal	0.8
Total for exceptional items	21.6
Loss before tax and exceptional items	(0.3)

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Financials – Revenue by Segments



In \$ million	FY2013	FY2012	Incr/(Decr)
Wholesale & Distribution	217.0	209.1	7.9
Manufacturing	43.1	41.3	1.8
Food Retail	136.2	131.4	4.8
Others	2.2	8.2	(6.0)
Total	398.5	390	8.5

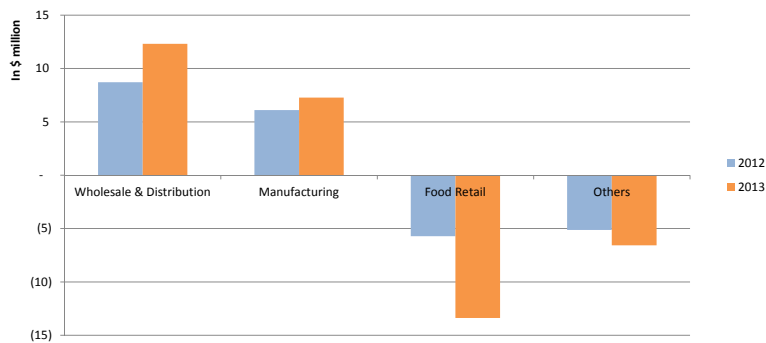
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Financials – Profitability by Segments

(excluding exceptional items)



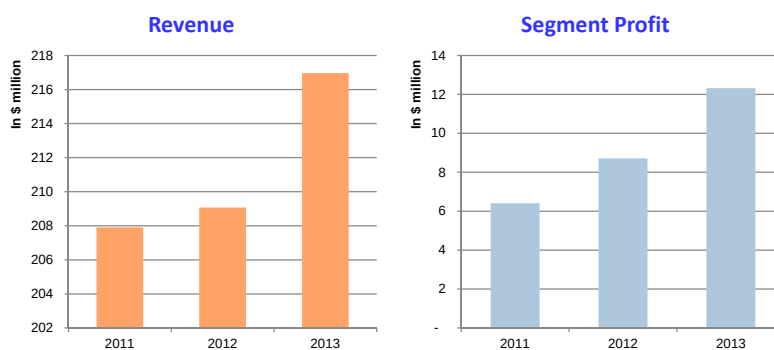
In \$ million	FY2013	FY2012	Incr/(Decr)
Wholesale & Distribution	12.3	8.7	3.6
Manufacturing	7.3	6.1	1.2
Food Retail	(13.3)	(5.7)	(7.6)
Others	(6.6)	(5.1)	(1.5)
Total	(0.3)	4.0	(4.3)

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Wholesale & Distribution



In \$ million	FY2011	FY2012	FY2013
Revenue	207.9	209.1	217.0
Segment profit	6.4	8.7	12.3

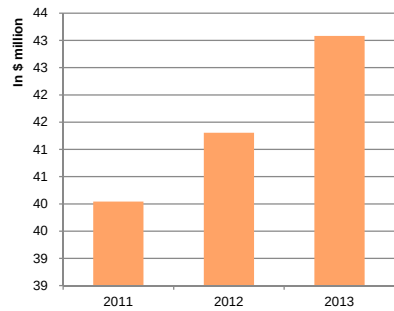
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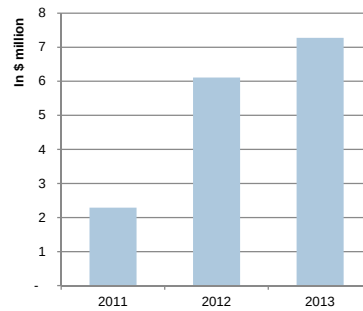
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Manufacturing

Revenue



Segment Profit



In \$ million	FY2011	FY2012	FY2013
Revenue	40.0	41.3	43.1
Segment profit	2.3	6.1	7.3

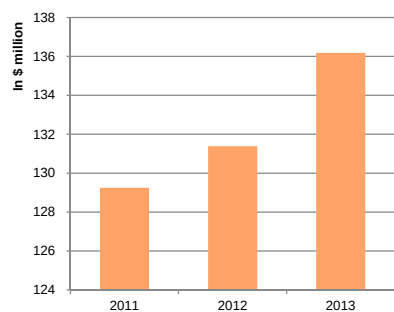
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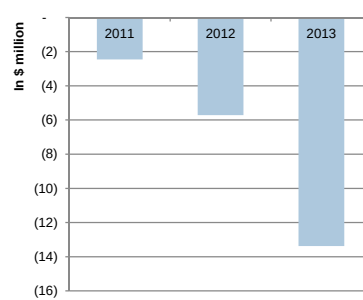
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Food Retail

Revenue



Segment Loss



In \$ million	FY2011	FY2012	FY2013
Revenue	129.2	131.4	136.2
Segment loss	(2.5)	(5.7)	(13.3)

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Food Retail Group

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foodjunction
福将坊

foodjunction



MEDZS
Simply Mediterranean



The BIG Buffet



toast@ WORK

toast
junction

eggs & berries



Délic France



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Retail Group

Business Drivers:

- ❖ Food Courts
- ❖ Scalable concepts with potential to grow
 - Toast Junction
 - Eggs & Berries
 - Medz

❖ Close down outlets **performing below expectation**

Expand in Singapore, Malaysia, Hong Kong and other regions.

Strengthen brand awareness and loyalty

- ❖ Traditional Media e.g print
- ❖ Social Media

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foodjunction
福将坊

The food courts of today have evolved into bustling hubs and places **to have a meal and socialize**. They are often associated with not only **fresh** and **wholesome food**, but also **good value for money** and being a **meeting place**. These are all qualities we feel the new Food Junction outlets must have.

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Bugis Junction Food Court



Bugis Junction food court closed for renovation on 1 March 2014 and has reopened on April 2014.



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Bugis Junction Food Court



With the Bugis area flourishing with arts, we want to share with our customers the culture that had created Bugis and build a lively dining experience.

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Bugis Junction Food Court



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Bugis Junction Food Court



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Bugis Junction Food Court



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Bugis Junction Food Court



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Bugis Junction Food Court



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THE SINGLE STANDARD

LET US BE UNIFIED IN
THE COMMON SPIRIT OF
TREATING OUR PUBLIC SPACES
AS WE WOULD TREAT OUR HOMES



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Toast @ Work interior design is a play on the word 'work' where the space is a fitted out like a construction site.

As at 31 Dec 2013

10 outlets in existing food courts in Singapore and Malaysia



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Toast Junction



A space that is calm, contemporary and homely.

Toast Junction will first be unveiled at Bugis Junction food court in April 2014.

Upcoming Food Courts and Toast Junction

4 outlets

- 1 KM (Singapore)
- Eastpoint (Singapore)
- Quill City (Malaysia)
- IOI City Mall (Malaysia)



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Eggs & Berries @ Changi City Point



As at 31 Dec 2013

2 outlets:

- Eggs & Berries Changi City Point (2012)
- Eggs & Berries Westgate (2013)

Upcoming

1 outlet

- Eggs & Berries Jurong Point (2014)



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Eggs & Berries @ Westgate



Eggs & Berries interior design is modern, contemporary, fresh, with the use of colours to evoke life, youthfulness and happiness.



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Medzs

2 outlets:

- Medz Orchard Central (2011)
- Medz Millenia Walk (2012)

New outlet

- Medz Clifford Centre (2014)



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Medzs



Medzs at Clifford Centre
opened in early April 2014.



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1 Market

As at 31 Dec 2013

1 outlet:

- 1 Market Plaza Singapura (end 2012)

Upcoming

1 outlet

- 1 Market IOI City Mall (Malaysia)



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Alfafa



Hong Kong

Full service all-day casual dining restaurant with a touch of warmth

Contemporary. European - Asian cuisine. Mid level pricing

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Alfafa



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Delifrance



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Delifrance



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Delifrance



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Delifrance



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Delifrance



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Delifrance



Michel Roth is a Michelin-starred chef and head chef of Paris Ritz

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Sunshine Manufacturing

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Accolades and Recognition



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VOTED FAVOURITE multi-grain bread at NTUC FAIRPRICE



"37% of respondents chose Sunshine Enriched Multi-Grain Bread over the others."
Bread poll concluded on: 1 August 2013

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2014 Singapore Women Weekly Diva Award: No.1 Bread



Sunshine voted No.1 choice of bread,
(organised by Singapore Women's
Weekly 2014 Diva Challenge)

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2013 Giant Top Sales Growth Achiever Grocery-Food Category - Sunshine Bakeries



Top Sales Growth Achiever 2013
Grocery – Food Category
Sunshine Bakeries



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Tactical TVC Jan - Mar'13



Brand TVC September 2013



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2013 New Launches



Apr – Aug'13

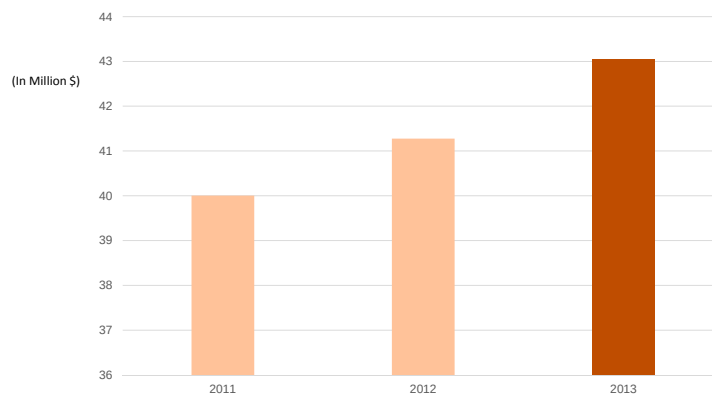
Oct – Nov'13

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Sales Trend

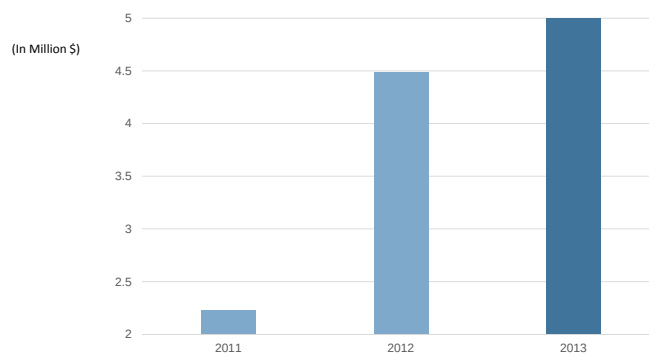


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Operating Profit



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Continue our brand building with aggressive Advertising and Promotions



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Social Media

Facebook launched in end Dec 2013

Instagram



Build sustained capability to engage new generation of consumers

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New Products launched 2014



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New Horizons



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Auric Pacific Marketing Auric Chun Yip



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Singapore Women's Weekly Domestic Diva Award Feb 2014

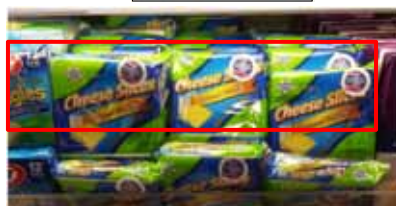


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Singapore Women's Weekly Domestic Diva Award Feb 2014



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Website Launch Nov 2013

All about inspiring passionate chefs

Easy to make recipes (all tried and tested!)

THE GO-TO website for recipes, ideas, tips for baking & cooking



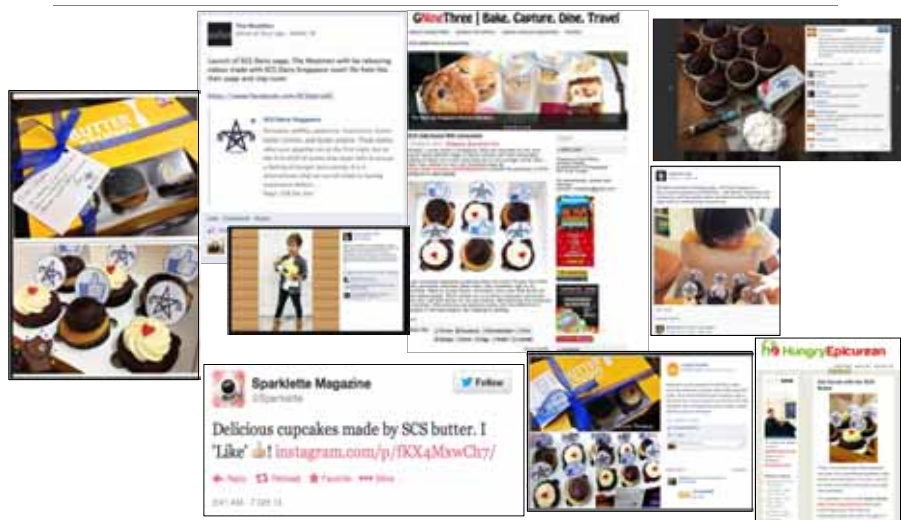
Homepage



Sub-page

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SCS Facebook Launch (Oct 2013)



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SCS Facebook Launch (Oct 2013)

➤ 13 Videos uploaded

<https://www.youtube.com/user/SCSDairy>



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SCS Instagram Launch (Nov 2013)

- <http://instagram.com/scsdairysg> (Homepage)
- <http://ink361.com/app/tag/scsbutter> (#scsbutter)
- <http://pinsta.me/tag/createwithscs> (#createwithscs)
- <http://www.iphoneogram.com/tag/saycheesesingapore/> (#saycheesesingapore)



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Baking Workshop



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Buttercup 
TRADE MARK

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Website Launch (Feb 2014)



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Cinta Ketuhar Club



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PR Launch: Big Potluck Party

Media event on 17 April at Starhill Culinary Gallery

Media attendance:

- Major prints & magazine (The Star, News Straits Times, Berita Harian)
- Broadcast stations TV1 & TV2



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Pre-Launch Media Coverage

TV1 Live broadcast during breakfast segment

- Viewer base 8 million
- Featuring 2 of Cinta Ketuhar panelists
- Aired on 14 Apr 2014 (8.20am – 8.35am)



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New Straits Times

Published: 22/4/2014

United by passion for cooking

SHARED LOVE: Cinta Ketuhar Club is an online club which serves as a platform for members to exchange ideas

DEI HOE NADIAN NIRMAL
KLING LIAISON
marketing@auric.com

It started with a penchant for baking, followed a dash of social networking and a sprinkle of ideas were thrown into the mix. And, within months, thousands were connected by a shared passion.

"I have always loved to cook and, now, I have the opportunity to share my passion with members of Cinta Ketuhar Club (CKC)," said Hanih Mafidza, a business chief who began cooking at 18.

Hanih was one of 17 CKC panelists who recently met members of the media over a potluck luncheon to share their latest recipes.

CKC is an online club initiated by Buttercup, a brand of butter blend owned by Auric Pacific.

Auric Pacific marketing head Nicholas Koh said the main objective of the club was to create a platform for members to exchange ideas.

"Within months of the club's launch through social media, more than 2,200 people from all over the country had joined CKC," he said.

"The club organizes monthly



Rozika Abdul Kader, winner in the event category, and **Hanih Mafidza Ahmad Sarif**, winner in the dessert category, flanked by Auric Pacific Group Limited chief creative officer **Michelle Lim** and **Nicholas Koh**. Pictured: **Mohd Haniff**

classes and activities to give more exposure to new members."

For some, the CKC is more than just a platform for idea sharing.

Rozika Abdul Kader said she almost gave up baking and cooking

after her husband passed away.

"The CKC gave me a new lease on life," she said.

Rozika's sentiment likewise were echoed by the panelists.

"I did not expect everybody to love

my biscuits," said the mother of two, who added that she was thrilled to be asked to be one of the panelists.

The panelists exchanged hearty

seasoned hugs and building an

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Berita Harian

Published: 21/4/2014



Comment from panelist Kak Ita:

"I tried to use others butter for this winning recipe – Untaian. None of them able to give the result of "Melting in the mouth" as Buttercup."

Comment from panelist Chef M:

"I add new twist in term of method to my recipe, so that club members can learn new skills every time get the recipe from CKC online platform."

Comment from Nicholas:

"CKC is platform to exchange ideas, upgrade baking skills and ultimately make them better bakers".

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Recipe Booklet Hari Raya



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Star of the Month - Baking with Kak Ita

Kak Ita, presents a baking demo class at Food Recipes Gateway in February 2014 for 3 recipes, Red Velvet Steam Cake, Red Velvet Walnut Chip, and Strawberry Loving Cookies.



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Supermarkets



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Hypermarkets



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Promoter Sampling



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Auric Pacific Group Limited Vision, Mission and Core Values

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VISION

Your Quality Food Provider

MISSION

Satisfying Your Everyday Food Essentials

CORE VALUES

Excellence • Ethical • Engaging • Enterprising • Empowering

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THANK YOU

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