



Sino Grandness Food Industry Group Limited

(Incorporated in the Republic of Singapore on 20 April 2007)

(Company Registration No. 200706801H)

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NEWS RELEASE

SINO GRANDNESS ENTERS INTO COLLABORATION WITH WECHAT FOOD TO ROLL OUT GARDEN FRESH BEVERAGE PRODUCTS THROUGH VENDING MACHINES ACROSS CHINA

- Rolling out *Garden Fresh* beverage products first followed by other own-branded canned products and snack products
- Sino Grandness products will be made easily accessible to consumers across the nation thus elevating its brand visibility and brand value further

SINGAPORE – 21 September 2017 – 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 integrated producer and distributor of own-branded juices, canned fruits and vegetables is pleased to announce that during the official launch event in Shenzhen, PRC by 深圳市微信食品股份有限公司 (“Wechat Food”) for a new distribution network called “物联网-云平台” (“cloud platform for online products”) on 19 September 2017, Sino Grandness has entered into an agreement with Wechat Food (“New Agreement”) to distribute the Group’s own-branded *Garden Fresh* beverage products on the new distribution network comprising automatic vending machines to be rolled out across China using Wechat Food’s cloud platform.

In January 2017, Sino Grandness entered into an agreement with Wechat Food to distribute the Group’s full range of own-branded products, including beverage products, canned food and snack food through a mobile internet platform developed by Wechat Food. The latest agreement further cemented the collaboration between Sino Grandness and Wechat Food.

Mr Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, “In China, new technology in recent years has supported the rapid growth of electronic commerce which in turn has caused disruption to traditional business models. One has to adapt to new business trends and embrace new technology which support traditional business models. Strategically placed automatic vending machines which support cashless transactions will make it even more convenient for consumers to buy products immediately with a mobile phone. I am excited about the latest initiative by Wechat Food to adopt new technology to build additional distribution network across China on top of their mobile internet platform. We believe this is a win-win collaboration as Wechat Food has put in place a strong platform to support its distribution network expansion while Sino Grandness has a broad range of food and beverage products which are of high quality and highly differentiated with unique selling points. Our products will enrich the product lines to be displayed on the vending machines to be rolled out by Wechat Food across

China, covering multiple cities, in buildings, hotels and even offices so that the distance between our products and consumers can be shortened further.”

“Our first step is to roll out *Garden Fresh* beverage products as soon as possible into these new vending machines. Subsequently, we plan to roll out the other own-branded *Grandness* canned products as well as *First* snack products into these vending machines. I am excited about the prospects that when the vending machines are fully rolled out across multiple cities in China, Sino Grandness products will be highly visible and easily accessible to consumers. This is expected to elevate our brand visibility and brand value further,” added Mr Huang.

With an established track record and various certifications 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”), the Group is committed to and has established a high benchmark in producing safe food and beverage products for its customers. Since its establishment in 1997, the Group has made sustained efforts and invested resources to build its in-house brands and has grown into one of the leading enterprises within the food and beverage industry in China.

Wechat Food Official Launch Event attended by Sino Grandness CEO Mr Huang Yupeng (seated third from left) and Wechat Food Chairman Mr Tan Wei (seated first on left)







Signing ceremony between Sino Grandness CEO Mr Huang Yupeng and Wechat Food Chairman Mr Tan Wei





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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 beverage product, canned food as well as snack food. Since its establishment in 1997, the Group has rapidly grown to become the No.1 brand for loquat fruit juice in China as well as one of the 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, Walmart, Huelpeden, Metro and Wellcome.

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 five provinces, namely Shandong, Shanxi, Sichuan, Hubei and Anhui – 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 recognition of the Group's R&D and brand building efforts, Garden Fresh has been accorded the prestigious "Asian Brands Top 500 Award", "Innovative, Outstanding and Nutritious Award" and "Top 100 Brand in China Award". Garden Fresh is ranked as the leading loquat juice brand in China based on a research report by Euromonitor.

About 深圳市微信食品股份有限公司 (“Wechat Food”)

Wechat Food's business operations include research and development of food technology, investment in food related companies and marketing of food products. Wechat Food has successfully launched a mobile application called 微信食品 (Wechat Food App) to build a comprehensive online distribution network connecting tens of thousands of retail shops covering hundreds of cities. Wechat Food is owned by three individuals namely, 谭双贵 (Tham Shuang Gui), 张燕 (Zhang Yan) and 王柳 (Wang Liu).

Note :

This release may contain predictions, estimates or other information that may be considered forward-looking 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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