

Food Empire debuts on Brand Finance's ASEAN 500 most valuable and strongest brands of 2024

SINGAPORE – 21 November 2024 – Leading multinational F&B manufacturing and distribution company, Food Empire Holdings Limited (“**Food Empire**”, the “**Company**” or together with its subsidiaries, the “**Group**”) debuts on Brand Finance's ASEAN 500 list of the most valuable and strongest brands in the ASEAN region. The Group is one of 84 Singapore companies recognised in the prestigious 2024 edition. This achievement highlights Food Empire's continued growth and success in the highly competitive F&B industry across the ASEAN region.

The Brand Finance ASEAN 500 is an annual report published by Brand Finance, the world's leading brand valuation and strategy consultancy. The list evaluates the top brands in the region using rigorous methodologies, including the Royalty Relief approach, which complies with ISO10668 industry standards, and the Brand Strength Index (BSI). The BSI is a comprehensive scorecard that assesses factors such as marketing investment, stakeholder equity, and business performance.

In May 2024, the Group achieved the 60th position on Brand Finance's Top 100 Most Valuable Singaporean Brands for the 14th consecutive year, further cementing its longstanding reputation and brand equity. Achieving 305th place on the ASEAN 500 list elevates Food Empire to a broader regional stage, underscoring the Group's ongoing pursuit of growth and brand excellence. In addition to this recognition, the Group's CaféPHỞ instant coffee brand was honoured with the "Top Brand" award by Influential Brands in March 2024, reflecting its strong connection with consumers.

Group Executive Chairman, Mr. Tan Wang Cheow, said: *“Being included in the Brand Finance ASEAN 500 list is a milestone for Food Empire and reflects the strength of our brand in a highly competitive regional market. This recognition underscores the success of our strategic efforts in brand-building, product innovation, and market expansion. We will continue to refine our focus on delivering value and staying ahead in the dynamic F&B landscape.”*

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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.

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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 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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