

FOOD EMPIRE HOLDINGS LIMITED

(Co Registration No: 200001282G)

Letter to Shareholders

7 April 2021

To: The Shareholders of Food Empire Holdings Limited

Dear Sir/Madam

Advisory on Food Empire Holdings Limited (“Company”) Annual General Meeting (“AGM”) and Extraordinary General Meeting (“EGM”)

This letter should be read with reference to:

- (i) The Company’s Notice of AGM and EGM dated 7 April 2021 in respect of the AGM and EGM to be held on Monday, 26 April 2021 at 3.00 p.m. and at 3.30 p.m. via electronic means;
- (ii) Circular to Shareholders in relation to the proposed renewal of share buyback mandate dated 7 April 2021; and
- (iii) The Advertisement on Notice of AGM and EGM in the Business Times on 7 April 2021.

This letter serves to inform shareholders of the format and details of the Company’s upcoming AGM/EGM. Shareholders are advised to read carefully and follow the steps in order to participate in the AGM/EGM:

1. Due to on-going challenges brought about by the COVID-19 pandemic and prevailing safe management measures, the Company’s AGM/EGM will be conducted through electronic means. Shareholders who are interested to attend may participate in the following manner:
 - a. Observing and/or listening to AGM/EGM proceedings via live webcast;
 - b. Submitting questions in advance of the AGM/EGM;
 - c. Appointing the Chairman of the Meeting as proxy to attend, speak and vote on their behalf at the AGM/EGM.

2. **Pre-registration:**

All shareholders who wish to attend the AGM/EGM must pre-register online using the web-link https://live.motionmediaworks.com/foodempire_reg. Only verified shareholders will be able to attend the AGM/EGM. The web-link for pre-registration of AGM/EGM attendance shall remain active until 3.00 p.m. (for AGM)/3.30 p.m. (for EGM) of 23 April 2021 (being not less than 72 hours before the AGM/EGM).

We will provide both live audio-visual webcast as well as live audio-only stream on a dedicated telephone line. Shareholders must select their preferred option via the pre-registration web-link. All verified shareholders who have successfully pre-registered shall receive a confirmation email by 12.00 p.m. on 25 April 2021 which will contain login details to access the live audio-visual webcast or telephone number with details to access the live audio-only stream of the AGM/EGM proceedings. Please also check your junk mail folder in case the email was directed there instead of your inbox.

All shareholders whose status as shareholders cannot be verified will be notified via the same email. Shareholders who do not receive the confirmation email or cannot be verified as a shareholder may contact our Share Registrar, Boardroom Corporate & Advisory Services Pte. Ltd. by email foodempire-agmegm2021@boardroomlimited.com, or alternatively by telephone at +65 6536 5355 during Monday to Friday, from 8.30 a.m. to 5.30 p.m.

Investors who have deposited their shares into a nominee account should approach their depository agent and relevant intermediaries as soon as possible but not less than 7 working days before the AGM/EGM (by 14 April 2021) to attend the webcast.

3. **Questions & Answers:**

Shareholders can submit their questions related to the resolutions to be tabled for approval at the AGM/EGM in advance in one of the following ways:

1. By post to 31 Harrison Road, #08-01, Food Empire Building, Singapore 369649
2. By email to agm@foodempire.com, or
3. Through URL https://live.motionmediaworks.com/foodempire_reg

For questions by post or email, please indicate the following details in your letter or email for verification purpose:

- a. Your full name
- b. Number of shares held; and
- c. The manner in which you hold shares (via CDP, Scrip, CPF or SRS)

The Company will be open to receive questions from 8 to 23 April 2021.

Questions received by the Company from 8 to 15 April 2021 (cut off time for submission of questions is at 3.00 p.m for AGM and at 3.30 p.m for EGM on 15 April 2021) will be addressed by the Company and the Company will publish the response of the Board of Directors and Management on the Company's corporate website and SGXNet by 23 April 2021. These same questions and answers will be presented again during the AGM/EGM.

Questions received by the Company from 16 to 23 April 2021 will be answered no later than 7 days after the AGM/EGM. Shareholders will not be able to ask questions during the live webcast of the AGM/EGM due to administrative limitations.

Investors who have deposited their shares into a nominee account should also approach their depository agent and relevant intermediaries as soon as possible but not less than 7 working days before the AGM/EGM (by 14 April 2021) if they wish to submit questions related to the resolutions to be tabled for approval at the AGM/EGM.

4. Proxy Form:

You should appoint the Chairman of the Meeting as your proxy and send in your votes in advance by proxy to vote on any of the resolutions.

Shareholders are allowed to submit proxy forms through electronic means. Shareholders who wish to do so may send signed PDF copies of the proxy form to the following email: foodempire-agmegm2021@boardroomlimited.com, as an alternative to physical delivery of the instrument of proxy not later than 3.00 p.m. (for AGM)/3.30 p.m (for EGM) of 24 April 2021 at the office of the Company's Share Registrar, Boardroom Corporate & Advisory Services Pte. Ltd., 50 Raffles Place, #32-01 Singapore Land Tower, Singapore 048623.

CPF and SRS investors should be informed that if they wish to vote, they should approach their respective CPF Agent Banks or SRS Operators to submit their votes as soon as possible but not less than 7 working days before the AGM/EGM (by 14 April 2021). Investors who have deposited their shares into a nominee account should also approach their depository agent and relevant intermediaries as soon as possible but not less than 7 working days before the AGM/EGM if they wish to vote. Proxy forms appointing such person other than the Chairman of the Meeting shall be deemed to appoint the chairman of the meeting as proxy.

Shareholders must not forward the link to other persons who are not shareholders and who are not entitled to attend the AGM/EGM. This is to avoid any technical disruption or overload to the live audio-visual webcast or audio-only stream.

As the COVID-19 situation remains fluid, the Company will continue to closely monitor developments and will take into account recommendations or guidelines issued by all relevant governmental agencies, as well as comply with new regulations as and when they come into force.

We seek your understanding in these exceptional times.

Yours faithfully

For and on behalf of the Board of Directors
of Food Empire Holdings Limited

Kevin Cho
Company Secretary