



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

GARDEN FRESH RECEIVES ASIA BRANDS TOP 500 AWARD

- Company's subsidiary Garden Fresh (Shenzhen) Fruit & Vegetable Beverage Co., Ltd. accorded Asia Brands Top 500 award for second time
- Sustained investments in advertising and promotional activities have enhanced brand visibility and brand recognition

SINGAPORE – 21 September 2016 – 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 its wholly-owned subsidiary, Garden Fresh (Shenzhen) Fruit & Vegetable Beverage Co., Ltd. (“Garden Fresh”) (鲜绿园(深圳)果疏饮料有限公司) has been accorded the prestigious “**Asia Brands Top 500**” award (亚洲品牌500强) during the 11th Asian Brand Ceremony (“Event”) held in Beijing PRC on 9th September 2016. Other leading brands on the list included ICBC (中国工商银行), Toyota (丰田), Samsung (三星), Wuliangye (五粮液) and Moutai (茅台).

The Event was jointly organized by Asia Brands Net, People's Daily Overseas Edition and Xinhuanet. It has been successfully held annually over the past 10 years and offers an important platform for corporate brand promotion, corporate communication and brand enhancement. The rankings of Asia Brands Top 500 are based on four primary factors, namely, overall market performance of the corporation, future development potential, product quality and profitability, which represent a comprehensive assessment of branded enterprises in Asia. The accrediting agency for the award comprises ABAS Expert Committee, Asia Brands Research and Asia Brands Assessment Center.

Mr Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, “This is the second time Garden Fresh has been accorded the prestigious title of Asia Brands Top 500, to be among other leading brands in Asia. I am pleased to see that our sustained investments in advertising and promotional (“A&P”) activities over the past few years have enhanced Garden Fresh’s brand visibility and brand recognition. Garden Fresh has previously been accorded “10 Best In-House Brands in Guangdong Province”, “Top 100 Brand in the PRC” and “Asia Brands Top 500” awards in 2013. My vision is to grow Garden Fresh to be one of the leading juice brands in China and Asia. To achieve this goal, we will continue to invest in A&P activities as well as product research and development efforts in order to expand our product range and appeal to a broader customer base.”

Recent Advertising and Promotional (“A&P”) activities :



Outdoor promotions and advertisements on trams in Hong Kong



Outdoor advertisements on LCD screens and on trains in Hong Kong



Singing competition show and TV talk show sponsorships in China

About Sino Grandness Food Industry Group Limited

Headquartered in Shenzhen the PRC, Sino Grandness is an integrated manufacturer and distributor of own-branded 鲜绿园® (Garden Fresh) juices as well as canned fruits and vegetables. 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, Jusco, 7-Eleven and Metro.

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 four provinces, namely Shandong, Shanxi, Sichuan and Hubei – 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 juices have been accorded the "Innovative, Outstanding and Nutritious Award" by the PRC Food Industry in 2010 as well as "Top 100 Brand in China" by the joint agency of Global times, Asia Brand Association and China Economic Herald in 2013. Garden Fresh is ranked as the leading loquat juice brand in China in 2015 according to a market research report by Euromonitor.

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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