



Sino Grandness Food Industry Group Limited

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

(Company Registration No. 200706801H)

56th Floor, Tower A, Lian He Plaza,

No. 5022, Bin He Road, Futian District, Shenzhen, PRC (518033)

深圳市福田区滨河大道 5022 号联合广场 A 座 56 楼(邮编:518033)

www.sinograndness.com

NEWS RELEASE

SINO GRANDNESS ENTERS INTO STRATEGIC AGREEMENT TO EXPAND ONLINE DISTRIBUTION NETWORK FURTHER

- Recent collaborations with operators of online marketing platforms reflect the strategic move and emphasis which the Group is gradually putting into expanding its online distribution network

SINGAPORE – 18 January 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 food and snack food is pleased to announce that it has entered into a strategic agreement with 重庆市礼仪之邦电子商务有限公司 (“LYZB E-Commerce”) to distribute the Company’s full range of own-branded products, including 鲜绿园 (“Garden Fresh”) beverage product, 振鹏达 (“Grandness”) canned food and 福食特 (“First”) snack food through LYZB E-Commerce’s mobile internet platform called 集食惠 (“Ji Shi Hui”).

Ji Shi Hui is a mobile internet marketing platform which can be accessed through the computer at www.lyzb.com or mobile devices such as smart phone or ipad through the mobile application called Ji Shi Hui. It offers interaction between online and offline users and is a dedicated platform for consumers in search of high quality food and beverage products. Ji Shi Hui’s platform offers the full range of products including fresh fruits and vegetables, dried food, edible oil, snack food, meat, eggs, health products as well as liquor and beverages.

To ensure the quality of products being marketed on Ji Shi Hui, strategic suppliers to Ji Shi Hui’s platform are required to meet state regulations and quality-control standards in terms of production and delivery process as well as being the brand-owner or China market sole distributor of the products. In addition to monitoring the product quality as well as service standard of suppliers, Ji Shi Hui’s platform brings the added benefit of lower costs for consumers through aggregating bulk orders.

Mr Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, “After having numerous discussions with management of LYZB E-Commerce and upon gaining a good

understanding of their business model, extensive presence in more than 100 cities in China and transacted volume, our management is of the view that Ji Shi Hui is an additional mobile internet platform which can benefit the growth of our Group's products. I am also pleased to note that our own-branded products, including Garden Fresh beverage product, Grandness canned food and First snack food have passed the quality standard requirement of Ji Shi Hui and fulfilled all the requirements to be marketed on its mobile internet platform.”

“The recent collaborations with LYZB E-Commerce and 深圳市微信食品股份有限公司 (“Wechat Food”) to tap onto their online marketing platforms reflect the strategic move and emphasis which the Group is gradually putting into expanding our distribution network online. Our management is responding to the growing trend in sales and marketing whereby distribution channels have become even more diversified than before. Through leveraging on our multiple footprints in strategic parts of China and combining the established logistic base of the Group and Ji Shi Hui, online distribution network may become one of the Group's key distribution channels in future,” added Mr Huang.

None of the Directors or Substantial Shareholders of the Company has any interest, direct or indirect, in the above agreement with LYZB E-Commerce save for their shareholdings in the Company.

Sino Grandness CEO Mr Huang Yupeng attended signing ceremony :







About LZYB E-Commerce

Headquartered in Chongqing, China and having presence in more than 100 cities in China, LYZB E-Commerce was founded in 2010 by Mr Li Jin Zhou 李金洲. The company is one of the first to use e-commerce platform in China to enable consumers to purchase gift items and has been accorded various accolades over the years including “China O2O E-Commerce Industry Leading Enterprise”, “China Internet E-Commerce Gift Industry Leading Enterprise” and “China Internet E-Commerce Integrity Enterprise”. The goal of its internet marketing platform is to promote healthy lifestyle through consumption of good quality products and the goal can be achieved through aggregating and making available good quality products to benefit millions of families globally. Source: www.lyzb.com

--END--

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, Huepeden, 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.

For further information please contact :

Mr. Stephen Yong

VP, Investor Relations

Sino Grandness Food Industry Group Limited

Tel : +65-92999316

Email : ssyong@grandnessgroups.com