



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 *TOP 500 BRANDS IN ASIA* AWARD WITH BRAND VALUED AT RMB17.62 BILLION

- Sino Grandness's subsidiary Garden Fresh (Shenzhen) Fruit & Vegetable Beverage Co., Ltd. accorded *Top 500 Brands In Asia* award for the 4th time
- Garden Fresh brand value rose to RMB17.62 billion compared with RMB12.83 billion from previous valuation
- Improved latest brand value ranking by 41 spots to 437 from 478 in previous ranking
- Garden Fresh brand visibility and brand value rising steadily as a result of sustained investments in advertising and promotional activities

SINGAPORE – 24 September 2018 – 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)果蔬饮料有限公司) has been accorded the prestigious “*Top 500 Brands In Asia*” award (亚洲品牌 500 强) during the 13th Asia Brand Ceremony (“Event”) held in Hong Kong on 9th September 2018.

Brands from China (including Hong Kong, Macao and Taiwan) took top spot with a total of 282 brands on the *Top 500 Brands In Asia* list* (“List”) while brands from Japan took second spot with 125 brands. The top 5 brands on the List included, Tencent (腾讯), Toyota (丰田), ICBC (中国工商银行), Nissan (日产) and Huawei (华为). Some of the leading food and beverage brands in China which appeared on the List included Cofco (中粮集团), Yili (伊利), Mengniu (蒙牛), Want Want (旺旺), Master Kong(康师傅), Hui Yuan (汇源), Uni-President (统一) and Wahaha (哇哈哈). Leading brands from Singapore on the List included Singapore Airlines (新加坡航空), DBS (星展集团), OCBC (华侨银行) and UOB (大华银行)*.

Mr Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, “I am pleased to note that this is the 4th time Garden Fresh has been accorded the prestigious title of *Top 500 Brands In Asia*, to be among other leading brands in Asia. In the latest brand value appraisal as disclosed during the Event, Garden Fresh brand value has increased to RMB17.62 billion (approximately SGD3.52 billion**) compared with RMB12.83 billion from the previous valuation. Further, our latest brand value ranking on the List has improved by 41 spots to 437 from 478 in the previous year.”

“This reflects that our sustained investments in advertising and promotional (“A&P”) activities over the past few years have improved Garden Fresh’s brand value, brand visibility and brand recognition. Our vision is to grow Garden Fresh to be one of the leading beverage 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 market share, product range, and appeal to a broader customer base,” added Mr Huang.

The Event was jointly organized by Asiabrand, China-Asia Economic Development Association, Korea Asia News Group, Asia-Pacific Satellite TV, Belt and Road General Chamber of Commerce Limited, China Cultural Industry Association, Hong Kong-Mainland International Investment Society, Asean-China Commerce Association, Indian Industries Association and Macao Commercial Post.

It has been successfully held annually for 13 years consecutively and offers an important platform for corporate brand promotion, corporate communication and brand enhancement. The ranking which is based on 22 indicators, was jointly reviewed and released by Asiabrand, ABAS Expert Committee and China-Asia Economic Development Association Brand Evaluation Special Committee.



* source : <http://13th.asiabrand.cn/xinwen/4918102016.html>

** based on exchange rate of SGD1=RMB5.00

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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 leading 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.

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 brand has been accorded the prestigious "Top 500 Brands in Asia Award", "Innovative, Outstanding and Nutritious Award" and "Top 100 Brands in China Award". Garden Fresh brand is ranked as the leading loquat juice brand in China.

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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