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FOR IMMEDIATE RELEASE:

Food Empire's Flagship Brand MacCoffee Voted the Most Hardworking Singapore Brand

MacCoffee makes the most valuable contribution of 52% to its enterprise value

Singapore, 15th August 2008 – MacCoffee, Food Empire's flagship brand is voted the most productive brand, making the most valuable contribution of 52% to the enterprise value of the Group according to Brand Finance, an international valuation agency based in UK.

A valuation study conducted by Brand Finance lent good insights into how Singapore's intangible assets are performing on a global level. It validates the importance of intangibles and demonstrates the significant growth in global intangible value even in countries which have been dominated by the commoditised sectors. Intangible assets comprise of patents, technology, contracts, copyright, customer relationships, design rights, human capital including brands and brand portfolios. The study highlights local companies which have well-leveraged on their intangible assets and brands to drive greater value for their enterprises.

In the report which was published by Brand Finance on 7th August 2008, MacCoffee was recognized as the most hardworking brand with a brand value of SGD\$170 million that makes the most valuable contribution to its enterprise value, SGD\$326 million. Representing 52% of the total enterprise value, the brand owes in part its entry to a relatively low enterprise value compared to its

revenues (revenues are one of the key drivers in the valuation methodology used by Brand Finance).

Mr Tan Wang Cheow, Chairman and Managing Director of FEH said: "We are honoured that MacCoffee is voted the most hardworking Singapore brand. Brands navigate, reassure and engage the minds of customers. With the conferment, it reinforces our stand to continue investing in our proprietary brands such as MacCoffee as these are important functional relationships and economic assets which connect us to our customers and ultimately adding value to our business for the company's future growth and for our shareholders."

Food Empire Holdings had created MacCoffee in 1994. Over the years, MacCoffee, with its distinctive brand icon, has become a household name in the 3-in-1 instant coffees in the core markets of Russia, Eastern Europe and Central Asia.

As a result of FEH's continuous investments in its tireless branding journey with more creative and active marketing, advertising and promotions, the company has succeeded in building MacCoffee to be the leading brand in its category.

Mr Tan said: "For a brand to succeed, there must be good brand management which would include strong marketing, quality products, people, effective distribution network and establishing good relationships with our partners and customers. This well integrated brand management strategy has played a key role in helping Food Empire to maintain a steady growth path through good and challenging times."

About Food Empire Holdings

SGX Mainboard-listed Food Empire Holdings is a leading food and beverage company that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire Holdings' products are exported to over 50 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 12 overseas offices in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, Mongolia and Vietnam.

The Group's core products include a wide variety of regular and flavoured coffee mixes and cappuccinos, instant chocolate, instant breakfast cereal and flavoured fruit teas. Food Empire also markets a refreshing range of confectionery, snack

food such as dried calamari and potato crisps and a delectable assortment of frozen convenience food that includes Asian delicacies.

Food Empire has more than 200 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, OrienBites, MacCandy, Zinties and Kracks. MacCoffee, the group's flagship brand, has been consistently rated as a market leader over the past few years and was recently ranked among the top three most popular instant 3-in-1 coffee brands in the group's core markets including Russia, Ukraine and Kazakhstan.

The Group has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003, 2004, 2005 and 2006 at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands".

For more information on Food Empire, please visit www.foodempire.com.

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