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Food Empire's key brands valued at US\$174.8 million

Singapore, 30 October 2013 – Food Empire Holdings Limited (“Food Empire”, together with its subsidiaries, the “Group”), an international food and beverages company headquartered in Singapore, is pleased to announce today that proprietary brand MacCoffee has been valued at US\$139.7 million. Together with its other brands, Food Empire’s key brands have been assigned a total value of US\$174.8 million, based on the October 2013 results of a brand evaluation study conducted by international brand valuation consultants, Brand Finance Consultancy (Singapore) Private Limited (“Brand Finance”).

As part of an internal strategic review, Food Empire appointed Brand Finance to undertake a valuation of the Group’s key brands for an internal review of the business. Brand Finance previously conducted a valuation of the Kracks, MacCoffee, and Petrovskaya Sloboda brands in June 2007 and they were valued at US\$119.0 million. In comparison, the value of these three brands increased to US\$156.4 million, based on the October 2013 results.

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. In particular, MacCoffee’s valuation increased from US\$110.1 million in 2007 to US\$139.7 million in 2013.

This most recent internal brand review was carried out with the aim of reassessing the value generated by Food Empire’s key brands as part of its on-going brand value measurement tool. The brands reviewed include the ‘Food Empire’ corporate brand as well as leading product brands - ‘Klassno’, ‘MacCoffee’, ‘Kracks’, and ‘Petrovskaya Sloboda.’ Brands used in the frozen foods division has been classified as ‘Other’.

This valuation study conducted by Brand Finance revealed key insights into how Food Empire’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. This study has highlighted how Food Empire has leveraged on its intangible assets and brands to drive greater value.

Commenting on the results, Mr Tan Wang Cheow, the Executive Chairman of Food Empire said: "We stay committed to building the brands under our portfolio, investing in advertisements, promotions, and sponsorships that keep our brands at the forefront of the consumer’s mind when making purchasing choices, and converting satisfied customers into loyal ones."



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“The results of the valuation study are a strong endorsement of our brand efforts. It reinforces our belief that the brand building is important as brands represent functional relationships and economic assets which connect us to our customers. This will ultimately add value to our business for the company's future growth and for our shareholders.”

The above information is not expected to have any material impact on the consolidated net tangible assets and earnings per share of the Group for the current financial year.

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About Food Empire Holdings Limited (Bloomberg Code: FEH SP)

SGX Mainboard-listed Food Empire Holdings (“Food Empire” or the “Group”) is a global branding and manufacturing company in the food and beverage sector. Its products include instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire’s products are exported to over 60 countries, in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Mongolia and the US. The Group has 19 offices (representative and liaison) worldwide. The Group operates five manufacturing facilities in Singapore, Russia, Ukraine, Malaysia and Vietnam. Food Empire’s products include a wide variety of beverages, such as regular and flavoured coffee mixes and cappuccinos, chocolate drinks and flavoured fruit teas. It also markets instant breakfast cereal, potato crisps and assorted frozen convenience foods.

Food Empire’s strength lies in its proprietary brands – including MacCoffee, Petrovskaya Sloboda, Klassno, Hyson, OrienBites and Kracks. MacCoffee - the Group’s flagship brand - has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group’s core market of Russia, Ukraine and Kazakhstan. The Group employs sophisticated brand building activities, localized to match the flavor of the local markets in which its products are sold.

Since its public listing in 2000, Food Empire has won numerous accolades including being selected as one of the “Most Valuable Singapore Brands”; ranked as one of “The Strongest Singapore Brands”; Forbes Magazine also named Food Empire twice, as one of the “Best under a Billion” companies in Asia.

For more information, please refer to: <http://www.foodempire.com>

**Issued for and on behalf of Food Empire Holdings Limited.
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