

Food Empire clinches the 58th spot for this year’s “Most Valuable Singaporean Brands” by Brand Finance

- Ranking is the Group’s best ranking in 3 years since 2016, with an estimated brand value of about US\$ 76 million.
- Award serves as solid endorsement for Food Empire’s proactive stance towards improving customers’ experience and interaction with its brands.
- As the Group seeks to further entrench its geographical presence in its existing markets of operations, continued brand development and enhanced service/product offerings shall remain key focus areas for Food Empire.

Singapore, 1 August 2019 – Food Empire Holdings Limited (“**Food Empire**”, together with its subsidiaries, the “**Group**”), is pleased to announce its recognition as one of the Top 100 “Most Valuable Singaporean Brands” by Brand Finance, the world’s leading valuation and strategy consultancy.

Specifically, the Group was ranked 58th place in the brand ranking, the Group’s best ranking in 3 years since 2016 (2016: 60th spot). Brand value for the Group also improved, from US\$73 million in 2018 to US\$76 million in 2019. The assessment was made by estimating Food Empire’s likely future sales attributable to its respective brands, calculating the royalty rate that would be charged for the use of its brands assuming it was not already owned and benchmarking it against other contestants.

Commenting on the ranking, the Group’s Executive Chairman, Mr Tan Wang Cheow, said, “**We are pleased with the Group’s performance at this year’s Brand Finance awards. It serves as solid endorsement for Food Empire’s proactive stance towards improving customers’ experience and interaction with its brands. Moving forward, as we seek to further entrench our geographical presence in our existing markets of operations, continued brand development and enhanced service/product offerings shall remain key focus areas for us.**”

- End –

Food Empire Holdings Limited

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Company Registration No.: 200001282G

Incorporated in the Republic of Singapore



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

SGX Mainboard-listed Food Empire Holdings (Food Empire) 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 50 countries, in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Mongolia and the US. The Group has 24 offices (representative and liaison) worldwide. The Group operates 8 manufacturing facilities in Malaysia, India, Myanmar, Vietnam, Russia and Ukraine.

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, OrientBites 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, localised to match the flavour of the local markets in which its products are sold.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being recognised as one of the "Most Valuable Singapore Brands" by IE Singapore (now known as Enterprise Singapore), while MacCoffee has been ranked as one of "The Strongest Singapore Brands". Forbes Magazine has twice named Food Empire as one of the "Best under a Billion" companies in Asia and the company has also been awarded one of Asia's "Top Brand" by Influential Brands.

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

**Issued for and on behalf of Food Empire Holdings Limited.
by Financial PR Pte Ltd**

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