

Food Empire achieves its all time best ranking of 51st place for this year's "Top 100 Most Valuable Singaporean Brands" by Brand Finance



- With estimated brand value of USD86 million, this is the Group's best ever brand ranking, improving from 53rd place last year to 51st place and the Group was also awarded the brand rating of A+.
- The award serves as endorsement for Food Empire's efforts towards improving customers' experience and brand equity during this time of uncertainty brought about by the Covid-19 pandemic.
- The Group will continue to enhance its brand value by strengthening its foothold in its existing markets, enhancing product offerings and expanding its customer base.

Singapore, 27 August 2021 – 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, one of the leading valuation and strategy consultancy firms in the world.

The Group was awarded a brand rating of 'A+', an improvement from last year's 'A' rating. The Group also improved 2 notches in terms of brand ranking, placing 51st this year. Brand value for the Group also improved from USD81 million in 2020 to USD86 million in 2021. The assessment was made by estimating Food Empire's likely future revenues attributable to its respective brands, calculating the

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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 honoured to be featured in the Top 100 "Most Valuable Singaporean Brands" by Brand Finance. Despite the disruptions brought about by the Covid-19 pandemic, we have been able to adapt to the challenges and further increase our brand value. The result is a validation of Food Empire's efforts towards improving customers' experience, enhancing brand equity and delivering greater value to our shareholders."**

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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 and snack food.

Food Empire's products are exported to over 50 countries, in markets such as Russia, Vietnam, Ukraine, Kazakhstan, Central Asia, the Middle East, China, Mongolia and North America. The Group has 23 offices worldwide and operates 8 manufacturing facilities in Malaysia, India, 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 cereal mixes and assorted frozen convenience foods, as well as produces and markets potato crisps.

Food Empire's strength lies in its proprietary brands – including MacCoffee, Café PHO, Petrovskaya Sloboda, Klassno, Kracks and OrienBites. 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 Vietnam. 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. Food Empire was also presented with the Sustainability Award at the SIAS 20th Investors' Choice Award in Singapore. For more information, please refer to: <http://www.foodempire.com>

Issued for and on behalf of Food Empire Holdings Limited.
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