

## **Food Empire’s Brand Value Increases to US\$101 Million In The “Top 100 Most Valuable Singaporean Brands” by Brand Finance**



- With an estimated brand value of US\$101 million, up 17% from 2021, this is the twelfth consecutive year that the Group has received the award.
- Ranked 55<sup>th</sup> place among other Singaporean brands with a brand rating of “A”.
- The accolade affirms the Group’s commitment to serving its stakeholders and customers by delivering products and services that enhance customer experience and brand equity.

**Singapore, 15 August 2022** – 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 world’s leading valuation and strategy consultancy.

Brand value for the Group increased to US\$101 million from US\$86 million in 2021, an astonishing 17% increase. The inclusion of new brands and the growth of other brands this year did not deter the Group from being awarded a brand rating of ‘A’ and ranked 55<sup>th</sup> place. The assessment was made by estimating Food Empire’s likely future revenues 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. The Food Empire brand was valued at a group level and not at an individual brand level.

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Company Registration No.: 200001282G  
Incorporated in the Republic of Singapore



Commenting on the ranking, the Group's Executive Chairman, Mr Tan Wang Cheow, said, **“We are proud and honoured to be included in the Top 100 “Most Valuable Singaporean Brands” by Brand Finance for 12 consecutive years. The award serves as an excellent endorsement of our continued efforts to understand and meet customer needs. As we bounce back from the pandemic, we will strive to further enhance our brand value and strength with continuous engagement between stakeholders and the brand.”**

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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 and snack food.

Food Empire's products are sold in 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, flavoured fruit teas and instant cereal mixes. It also produces and markets potato crisps.

Food Empire's strength lies in its proprietary brands – including MacCoffee, Café PHO, Petrovskaya Sloboda, Klassno, Hillway 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 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>

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