



EMBARGOED TILL THURSDAY 4 APRIL 2013, 8.00PM

**SINGAPORE BUSINESS AWARDS 2013
THE ENTERPRISE AWARD 2012**

SUPER GROUP LTD

Background

Super Group Ltd (“Super”) is a leading instant F&B brand owner with market dominance in Southeast Asia. The Group manufactures and distributes branded consumer products, primarily instant coffee, instant cereals and instant tea mixes products, for which it maintains top market positions in key markets throughout Southeast Asia.

The Group currently operates 15 state-of-the-art manufacturing facilities in six key Asian countries.

Listed on the Singapore Exchange Securities Limited since 1994, Super maintains its corporate headquarters in Singapore. It is also a benchmark component of the FTSE ST All-Share Index, FTSE ST Consumer Goods Index and FTSE ST Mid Cap Index.

On 12 June 2012, Super was awarded the prestigious Brand Finance “Top 100 Singapore Brands 2012” recognition. Overall, Super’s brand value surged 85% to USD130 million in 2012 from USD70 million in 2011 based on the Brands Report 2012.

The Group has two business segments - **Branded Consumer** and **Food Ingredients**.

Branded Consumer segment

Super manufactures and distributes leading consumer brands of instant beverages and convenience food products. The Group has developed more than 300 instant

beverages and convenient food products, distributed through an extensive network of sales offices and exclusive distributors strategically located in over 50 countries. Some of its proprietary brands include *Super*, *Owl*, *Super Power*, *Café Nova*, *YeYe*, *Coffee King*, *Gold Eagle*, *Negresco* and *Eagle King*.

Super has received numerous accolades and awards for its products, including the Grand Gold Medal and Gold Medal awarded by Monde Selection in the 43rd World Selection 2004; the Golden Bull “Top 100 SMEs in Malaysia”; the Brand Laureate “Best Brand in Food & Beverage - Coffee” awards since 2007 and the Brand Laureate “Brand Specialty Awards Best Brand Category, Brand Communication - Coffee” in 2009.

Super also won the “Singapore Top Brands 2010” award conferred by Brand Finance. On 23 July 2011, Super was conferred the Food Safety Gold Award by the Agri-Food Veterinary Authority (“AVA”) to 24 top companies for maintaining an “A” grading for food safety and quality for 15 consecutive years. Super is the only brand owner of 3-in-1 instant coffee to win the Food Safety Gold Award among gargantuan global food corporations.

In a drive to enhance Super’s brand value and build top-of-the-mind awareness in the Group’s key Asia markets, Super continued to invest in brand building activities. The rebranding of the Owl brand was completed and launched in October 2011. The subsequent rebranding of the Super brand will be launched by the first half of 2013 with the objectives of reinventing our brand personality and revitalising our consumer marketing campaigns.

Food Ingredients segment

Super is a leading food ingredients manufacturer for a diverse range of instant beverages and convenient food products that are marketed and distributed globally. Super Food Ingredients is working in partnership with multinational F&B manufacturing and food-service companies, as well as hotels, restaurants and cafes (“HORECA”) to create tailored products suitable for the F&B industry and markets. Super Food Ingredients aims to be a premier food ingredients specialist, capable of delivering quality and consistent food ingredients to serve the regional marketplace.

Our key food ingredients manufacturing plants are located in Singapore, Malaysia and China.

For more information, please visit Super’s corporate website at www.supergroupltd.com.