(Registration no. 198403096C)

FOR IMMEDIATE RELEASE

Petra Foods achieves record year in FY 2010; Net Profit jumps 80.6% to US$44.5 million

- *Record FY 2010 performance is driven by strong demand globally for customised cocoa ingredients and strong regional consumption*
- *Sales of its Cocoa Ingredients and Branded Consumer products jump 25.8% to US$1.6 billion in FY 2010*
- *Proposes a final cash dividend of 2.18 Singapore cents, lifting total dividend for the year to 3.78 Singapore cents*

Financial Highlights (US$ Million)	4Q ended 31 December			Year ended 31 December		
	2010	2009	% Change	2010	2009	% Change
Revenue	421.0	350.4	↑20.1	1,566.0	1,244.5	↑25.8
Gross Profit	56.0	43.4	↑29.1	199.6	142.2	↑40.4
EBITDA	33.2	20.4	↑62.9	108.4	67.2	↑61.3
Profit before tax	20.7	9.9	↑108.6	58.5	27.3	↑114.0
Net Profit Attributable to Shareholders	16.3	9.4	↑74.4	44.5	24.6	↑80.6

SINGAPORE - **25 February 2011** - **Petra Foods Limited** ("Petra Foods" or the "Group"), one of the world's major manufacturers and suppliers of cocoa ingredients and a major regional player in branded consumer confectionary products, today announced a record year for the 12 months ended 31 December 2010 ("FY 2010") with net profit attributable to shareholders rising 80.6% to US$44.5 million. With the record performance, Petra Foods' net profit has more than doubled since its IPO in 2004 when it recorded US$18 million in net profit.

The Group's excellent showing in FY 2010 was achieved on the back of 25.8% rise in sales to US$1.6 billion, driven by strong demand globally for customised cocoa ingredients and strong regional consumption. It also demonstrated the successful execution of the Group's growth strategy which resulted in higher sales, higher unit pricing and higher margins achieved for its Cocoa Ingredients and Branded Consumer businesses.

Based on the weighted average number of ordinary shares in issue, earnings per share for FY 2010 rose 1.7 times to 7.73 US cents while net asset value per share as at 31 December 2010 was 48.1 US cents.

4Q 2010 Performance

For the three months ended 31 December 2010 ("4Q 2010"), the Group posted an equally strong performance, with net profit jumping 74.4% to US$16.3 million against sales rising 20.1% to US$421.0 million.

SEGMENTAL REVIEW

Branded Consumer Division

Financial Highlights (US$ Million)	3 months ended 31 December			12 months ended 31 December		
	4Q 2010	4Q 2009	% Change Y-o-Y	FY 2010	FY 2009	% Change Y-o-Y
Indonesia	60.2	52.4	↑14.9	252.4	198.2	↑27.3
The Regional Markets	29.5	28.0	↑ 5.1	114.5	101.6	↑12.6
Total Branded Consumer Revenue	**89.7**	**80.4**	**↑11.5**	**366.9**	**299.8**	**↑22.4**
Gross Profit Margin (%)	32.4%	29.8%	↑2.6% pt	31.1%	29.1%	↑2.0% pt
EBITDA	17.4	11.8	↑47.8	54.4	39.3	↑38.5

Higher sales of Own Brands and 3rd Party brands in the fourth quarter, coupled with a robust growth momentum already generated in the first nine months of the year, helped boost Branded Consumer Division's sales by 22.4% to US$366.9 million for the full year of 2010.

There were strong performances all-round - higher sales in both the Indonesia and Regional Markets for Own Brands and Third Party Brands; a 38.5% jump in EBITDA to US$54.4 million as a result of higher sales and higher margin achieved. For FY 2010, a 2.0 percentage point improvement in gross profit margin year-on-year was achieved as a result of price increases implemented in January 2010, as well as cost containment initiatives.

Sales in Indonesia grew by 27.3% to US$252.4 million, evidenced by double-digit growth of its key brands such as Silver Queen, Cha Cha and Ceres Meises, and led by the stronger domestic economy, the success of the Group's marketing initiatives, and new products launched during the last 18 months. The sales of 3rd Party Brands delivered strong double digit growth, buoyed by organic growth achieved by existing agencies.

Regional Markets - comprising The Philippines, Malaysia and Singapore - saw a 12.6% rise in sales in FY 2010 to US$114.5 million, reflecting the stronger domestic economies and the Group's strategy of growing its Own Brands. Its 3rd Party Brands business also experienced strong revenue growth on the back of new agencies secured and growth in existing agencies, and deeper penetration into the different channels and regions.

Cocoa Ingredients Division

Financial Highlights (US$ Million)	3 months ended 31 December			12 months ended 31 December		
	4Q 2010	4Q 2009	% Change Y-o-Y	FY 2010	FY 2009	% Change Y-o-Y
Revenue	331.3	270.0	↑22.7	1,199.1	944.6	↑26.9
EBITDA	15.8	8.6	↑83.7	54.0	27.9	↑93.5
EBITDA/mt (6 months moving average) in US$	231	128	↑80.5	215	119	↑80.7
Sales volume (mt)	67,456	64,669	↑4.3	250,949	233,860	↑7.3

With higher sales volume of premium cocoa ingredients and an exceptional improvement for its European operations, the Cocoa Ingredients Division's revenue, EBITDA and EBITDA yield improved significantly in 4Q 2010 and FY 2010.

In 4Q 2010, the Cocoa Ingredients Division posted a 22.7% rise in revenue to US$331.3 million, generating EBITDA growth of 83.7% to US$15.8 million and an 80.5% increase in EBITDA yield to US$231/mt. For the full year, the Division achieved a 93.5% increase in EBITDA to US$54.0 million and EBITDA yield surge of 80.7% to US$215/mt.

Business Prospects

Said Petra Food's Chief Executive Officer, Mr John Chuang, "2010 has been a fantastic year for the Group and we expect the operating environment for our two businesses to remain strong. We intend to capitalise on the growth opportunities for our two businesses - specifically, by growing our key markets even further by driving the potential of current product portfolio, while launching new products and expanding into new product categories. In addition, we plan to strengthen our global supply chain by increasing our sourcing initiatives in key origin locations, including the possibility of forming strategic sourcing alliances with partners in origin countries, in order to mitigate supply risk, drive cost benefits and improved bean quality."

"With the continued momentum of our Core Businesses, we are going into 2011 well positioned to tackle the continuing global uncertainties, including volatile raw material prices, and are, therefore barring unforeseen circumstances, looking forward to another year of growth for Petra Foods," Mr Chuang added.

Final Dividend

The Directors have proposed a final dividend of 1.72 US cents or 2.18 Singapore cents per share based on 611,157,000 ordinary shares in issue for approval of shareholders at the Annual General Meeting on 28 April 2011. If approved, the dividend will be paid on 20 May 2011. Inclusive of the interim dividend of 1.60 Singapore cents, shareholders would receive a total dividend of 3.78 Singapore cents in FY2010, representing a payout of 40%.

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ABOUT PETRA FOODS LIMITED

Listed on the SGX-ST since 5 November 2004, Petra Food Limited and its subsidiaries ("the Group") is one of the world's major manufacturers and suppliers for premium cocoa ingredients, namely cocoa powder, cocoa butter and cocoa liquor. The Group also manufactures and/or distributes branded consumer products, primarily chocolate confectionery products, for which it is the market leader in Indonesia.

The Group has two business divisions, ***Cocoa Ingredients*** and ***Branded Consumer.***

Cocoa Ingredients Division
The Group manufactures and sells cocoa ingredients, under the "Delfi" brand, to over 30 countries worldwide. Its major customers are international food and beverage companies such as Nestlé, Cadbury, the Mars Group, Arnott's, A.B. Foods, Barry Callebaut and the Meiji Group.

Branded Consumer Division
The Group manufactures and/or distributes branded consumer products that are sold in over 17 countries including Indonesia, Singapore, Malaysia, Hong Kong, Australia, Thailand, the Philippines and China. Petra Foods has an established portfolio of chocolate confectionery brands which are household names in Indonesia include 10 master brands and 20 key sub brands and manufactures over 300 stock keeping units. Its flagship brands in Indonesia include "SilverQueen" and "Ceres" that were introduced in the 1950s and "Delfi" in the 1980s. In addition, the Group also distributes a well-known portfolio of 3rd Party brands in Indonesia, Singapore and Malaysia.

Headquartered in Singapore, Petra Foods has seven cocoa processing facilities (located in Indonesia, Malaysia, the Philippines, Thailand, Brazil, Mexico and Germany), one cocoa butter facility (located in France), two chocolate confectionery production facilities (located in Indonesia and the Philippines) and a total staff strength close to 6,000.

Petra Foods was awarded the top spot in the annual Singapore Enterprise 50 Award in 2003. In addition, it was recognised as the "Best Newly Listed Singapore Company in 2004" in AsiaMoney's Best Managed Companies Poll 2004. Petra Foods was named the "Enterprise of the Year 2004" by the 20th Singapore Business Awards on 30 March 2005 and was named one of "Singapore's 15 Most Valuable Brands" in November 2005 by IE Singapore.

Petra Foods won a Silver award for its inaugural annual report in the "Best Annual Report/Newly Listed Company" category in 2006 at the Singapore Corporate Awards. In April 2009, it clinched a Gold award in the "Best Annual Report/ Companies with $300 million to less than $1 billion in market capitalisation" category. In May 2010, it bagged two Silver awards for "Best Managed Board" and "Best Investor Relations" under the "companies with $300 million to less than $1 billion in market capitalisation" category.

Issued on behalf of **Petra Foods Limited**
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