

MEDIA RELEASE

Petra Foods' "SEEDS" cocoa sustainability initiative bears fruit with 7 programs in Indonesia, Africa, Brazil and Vietnam

- ***SEEDS** currently trains and equips 23,500 cocoa farmers in Indonesia, Africa and South America in sustainable practices, helping to secure the cocoa supply chain to ensure quality and traceability.*
- *Aims to reach out to 35,000 cocoa farmers by 2015*

Singapore – 17 October 2012 - Petra Foods Limited ("Petra Foods" or "the Group"), one of the world's major manufacturers and suppliers of cocoa ingredients and branded consumer confectionary products, announced today that its global cocoa sustainability program, called "Social Economic Environmental Development for Sustainability" ("SEEDS"), has a total of seven outreach programs in Indonesia (one in Sumatra and two in Sulawesi), Africa (namely, Ivory Coast, Nigeria, West and Central Africa), Brazil and Vietnam, that reaches out to a total of 23,500 cocoa farmers currently.

Commenting at the official launch of **SEEDS** in Lampung, Sumatra, Indonesia, Petra Foods' Chief Executive Officer Mr John Chuang said, "As the world's third largest supplier of cocoa ingredients to the food and beverage industry, it is imperative that we secure the cocoa supply chain in the most sustainable way, and **SEEDS** is our umbrella brand that will continue to propagate sustainable farming to farmers. Our goal is to have more than 35,000 cocoa farmers in our program by 2015."

About the SEEDS Program

Petra Foods' **SEEDS** program focuses on promoting social and economic development of the cocoa-farming community, through improvements in farming practices that drive higher productivity and better quality in a sustainable, traceable manner. Its various initiatives include providing incentives for farmers to continue with cocoa farming, and to motivate their successors to follow suit. Farmers are also supported with the correct training on agronomy,

planting materials, post-harvest skills and the social environment – with the aim of helping farmers increase their quality and yield per hectare. **SEEDS** is focused on improving the livelihood of the cocoa farmers for the long term, as it views their sustainability as being crucial in securing a steady supply of quality, traceable beans.

The Group's first **SEEDS** initiative was established in 2010 in a partnership with the Cemoi Group and the Blommer Chocolate Company to establish up to 30 fermentation centres in Ivory Coast. The partnership, called PACTS, works with up to 20 local co-operatives impacting approximately 7,500 farmers.

Its second was a joint venture with PT Nestle Indonesia in July 2011 to establish a comprehensive training program in South Sulawesi for some 1,000 farmers. More recently, in May 2012, the Group joined a Continaf BV-led project called the Farmers Development Union ("FADU") involving the training of 7,500 farmers in Nigeria.

As a member of the World Cocoa Foundation, Petra Foods participates in its WCF Cocoa Livelihoods Program (initiated by Bill and Melinda Gates Foundation) which provides aid to 200,000 cocoa farming households in West and Central Africa.

The Group is also a partner in the Phoenix Project in Bahia, Brazil – an initiative jointly sponsored by the Dutch Government and the local association of cocoa processors, as well as the Cocoa Association of Asia's project in Vietnam which reaches out to 2,150 farmers.

"By developing a fully traceable cocoa supply chain, Petra Foods' customers can be assured that our beans come from farmers who are fairly rewarded for their efforts, and that our products are sustainable, of good quality and produced with social integrity as a high priority. Through **SEEDS**, we have better control of the supply chain – literally, from seeds to mouths," added Mr Chuang.

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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 of 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.

Over the years, Petra Foods has clinched awards in various categories at the annual Singapore Corporate Awards. The Group won a Silver award for its inaugural annual report in the “Best Annual Report/Newly Listed Company” category in 2006. 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.

Most recently, the Group’s Chief Executive Officer, Mr John Chuang, was recognised for his leadership and management of Petra Foods. He was named “Best Chief Executive Officer at the 2011 Singapore Corporate Awards and “Businessman of the Year” at the 2012 Singapore Business Awards.

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