

**For Immediate Release**

## **Petra Foods appoints new President to drive European Cocoa Ingredient Ops**

**SINGAPORE - 18 Nov 2008 - Petra Foods Limited** ("Petra Foods" or the "Group"), one of the world's major manufacturers and suppliers of cocoa ingredients and branded consumer confectionery products, announced that it has appointed Mr. Marc Donaldson as President of Delfi Cocoa (Europe), the Group's European Cocoa Ingredients operations.

Mr. Donaldson brings with him more than 25 years of experience in the cocoa ingredients industry, having previously served as CEO and Head of Innovation, Heritage Fine Chocolates (Australia). Prior to which, he was Managing Director of Barry Callebaut, Asia Pacific (from 1998 to 2007).

Commenting on the new appointment, Mr. John Chuang, Chief Executive Officer of Petra Foods said: "We welcome Marc to the Petra Foods family. With the European Cocoa Ingredients operations expected to be one of the key growth engines of the Group, we look forward to Marc sharing his industry expertise, knowledge and experience with us."

Mr. Donaldson's appointment, together with the investment programme for the Hamburg cocoa processing ingredients facility, forms part of the Group's overall strategic initiatives to realize the future growth potential of the European operations.

Details and declaration of Mr. Donaldson as required under Rule 704(7) of the Listing Manual of the Singapore Exchange Securities Trading Limited are contained in a separate announcement made today.

### **Plans for the Group's Cocoa Ingredients operations in Europe**

With the investment programme on track for completion by end of 1Q 2009, the Group's cocoa ingredients processing facilities in Hamburg, Germany will be of world-class standard, with significant scale and capabilities to produce high quality products. Petra's Cocoa Ingredients Division will be able to solidify its global presence - especially in Europe which is the largest market for cocoa ingredients. It will continue with its ongoing market development initiatives to optimise future growth potential.

Adds Mr. Chuang: "We believe that with Marc working closely with the current team, we will be better positioned to achieve our objectives, drive the growth of the European Cocoa Ingredients operations, and in turn enhance the Group's shareholder value."

Petra Foods last week reported a revenue and EBITDA of US\$317.3 million and US\$13.4 million respectively for the three months ended 30 September 2008 (3Q 2008). For the first nine months of FY2008 (9M 2008), the Group's revenue increased 39% to US\$833.4 million from US\$599.8 million in 2007, whilst EBITDA hit US\$37.1 million.

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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**.*

# PETRA FOODS

L I M I T E D  
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## **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 third 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 over 4,000.*

*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. More recently, it 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.*

*For more information about Petra Foods, please visit [www.petrafoods.com](http://www.petrafoods.com).*

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