

FOR IMMEDIATE RELEASE**Petra Foods and PT Nestlé Indonesia signs MOU for sustainable cocoa farming in South Sulawesi**

- *MOU marks another milestone in Petra's global SEEDS cocoa sustainability program*
- *Collaboration expected to improve sustainability of cocoa bean supply and promote supply chain traceability*

SINGAPORE - 27 July 2011 - Petra Foods Limited ("Petra" or the "Group") and **PT Nestlé Indonesia** ("Nestlé") today announced the signing of a Memorandum of Understanding ("MOU") to collaborate on improving the sustainability of cocoa production and promoting supply chain traceability in South Sulawesi, Indonesia.

This joint effort will see both parties teaming up to establish a comprehensive training program (including good agricultural practices, fermentation methods and grafting techniques) aimed at driving higher productivity and better quality of cocoa beans to promote cocoa sustainability within the region so as to improve the livelihoods of the farming community.

Petra's Chief Executive Officer, Mr John Chuang, said, "For Petra Foods, it has always been our goal to grow the Group in a sustainable and responsible manner. Under our Social Economic Environmental Development for Sustainability, or "SEEDS", program, the aim is to promote cocoa sustainability and supply chain traceability in the worldwide farming communities by collaborating with various partners."

Mr Chuang further added, "This MOU, therefore, marks another milestone for our SEEDS program where in Indonesia alone, it is expected to benefit close to 1,000 farmers. We are very pleased to have Nestlé as a partner in our South Sulawesi project and I am confident of the long term success of this joint effort. This is a union of two partners sharing the common vision of sustainability - enhancing the income of farmers by training them to improve yields and quality on their farms.

Other initiatives under Petra's SEEDS program include the following:-

- The PACTS partnership with the Cemoi Group and the Blommer Chocolate Company to establish up to 30 fermentation centres in Ivory Coast, with the mission to improve the supply of high quality fermented and traceable cocoa beans while at the same time improving the livelihoods of the local cocoa farming community. The company works with up to 50 local co-operatives covering approximately 10,000 farmers.
- Membership of the World Cocoa Foundation (WCF), an organisation formed to promote a sustainable cocoa economy through economic and social development and environmental stewardship in cocoa-growing communities.
- A partner in the Cocoa Livelihoods Program, an initiative of the Bill and Melinda Gates Foundation together with the WCF, that aids 200,000 cocoa farming households in Africa.
- A partner in the Phoenix Project in Bahia, Brazil, an initiative jointly sponsored by the Dutch Government and the local association of cocoa processors, aimed at helping the cocoa farming community eliminate diseases and achieve higher crop yields.

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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.

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. Most recently, the Group’s Chief Executive Officer, Mr John Chuang, was awarded “Best Chief Executive Officer” in the Singapore Corporate Awards 2011.

ABOUT PT NESTLÉ INDONESIA

PT. Nestlé Indonesia manufactures dairy and food products. The company is based in Jakarta, Indonesia and operates as a subsidiary of Nestlé S.A.. For more information, please visit - <https://www.sahabatnestle.co.id/home.aspx>

ABOUT WORLD COCOA FOUNDATION

For more information on the World Cocoa Foundation, please visit -

<http://www.worldcocoafoundation.org>

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