

FOR IMMEDIATE RELEASE

Petra Foods Limited announces Senior Management appointments for its next phase of growth

14 August 2013 - Petra Foods Limited (“the Company”) today announced a series of Senior Management changes to further strengthen the Group’s organization structure for its next phase of growth.

The Company announced the appointment of Ms. Lim Seok Bee (“SB”) to the position of Chief Operating Officer of Petra Foods Limited. Previously COO of the divested Cocoa Ingredients Division, SB in her new role will oversee and drive the Group’s quality, technology and operations for its Branded Consumer business. The role of COO would better place her to interface with the commercial, marketing and sales colleagues, and enhance her ability to contribute to new product development and ultimately in assisting the Chief Executive Officer in achieving success for the Group.

Supporting her will be Mr David Soh (“David”) in his role as Director, Operations, Projects and Engineering. David recently joined Petra Foods from the Archer Daniel Midlands (ADM) Group where he spent the last 27 years in various roles overseeing the manufacturing and production of cocoa ingredients products at its Singapore operations.

Helming the Group’s Finance Operations will be Mr Ben Ryan (“Ben”) in his new role as Chief Financial Officer of Petra Foods Limited. Previously the Group’s Director of Business Development and Special Projects, Ben will be taking over from Mr. Chin Koon Yew (“Chin”). After more than 12 years in his role as CFO for Petra Foods Limited, Mr Chin has announced his retirement to pursue other interests.

Mr Ryan has a strong grounding in finance with up to 47 years of work experience. Prior to joining Petra Foods in 2003, Ben served as an officer for various companies for up to 18 years, which included being CIO for Grace Cocoa/ADM Cocoa (1994-96) and working in

W.R. Grace & Company's Cocoa Products Division (1976-1981) where he rose to the position of CFO. His strong cocoa and chocolate industry experience, financial expertise, professionalism and 10 year track record with the Company, as the Director, Business Development & Special Projects, makes him eminently suited for the role of Chief Financial Officer.

Petra Foods' CEO, Mr John Chuang, said "The Board and Management are thankful to Chin for his valuable contributions to the Group over the years and he has been instrumental in our Group's financing strategy, strategic business planning and day-to-day financial operations and decisions. Everyone at Petra Foods wishes him a very happy retirement and all the best in his future pursuits."

"He will be staying on until the end of September 2013 to ensure a smooth handover to Ben whom we all believe to be the ideal candidate to take over as Chief Financial Officer. Having been with the Group for over nine years, Ben brings with him an ideal combination of operational experience as well as strong financial background which we all believe will further strengthen the Group's financial strategy and operations."

"I look forward to working closely with Ben and SB, together with our Chief Marketing Officer, Amos Yang, our Regional Branded Consumer General Manager, Mr Chris Oo and the team of country heads to shape the future of our Group and continue to create sustainable value for our Shareholders."

Details and declaration of Ms. Lim Seok Bee, Mr David Soh and Mr Ben Ryan as required under Rule 704(7) of the Listing Manual of the Singapore Exchange Securities Trading Limited are contained in separate announcements made today.

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ABOUT PETRA FOODS LIMITED

Headquartered in Singapore and listed on the Mainboard of the SGX-ST since November 2004, Petra Foods Limited ("Petra Foods") markets and distributes its Own Brands of chocolate confectionery products in its core markets of Indonesia, Philippines, Singapore and Malaysia. In addition, our chocolate confectionery products are sold in over 10 other countries including Thailand, Brunei, India, South Korea and Vietnam.

The Group has an established portfolio of chocolate confectionery brand names in Indonesia including "SilverQueen" and "Ceres" which were introduced in the 1950's and "Delfi" in the 1980's. In the Philippines, its flagship brands are "Goya" and "KnickKnacks". With the Group's longstanding presence and legacy in these markets, our chocolates have delighted many generations of Indonesians and Filipinos, who grew up eating them.

In addition to a well established portfolio of chocolate confectionery brands and an extensive sales and distribution network in its core markets, the Group's confectionery business is supported by two manufacturing facilities, one in Indonesia and the other, in the Philippines. The Group also distributes a well known portfolio of Agency Brands.

Note: On 30 June 2013, Petra Foods successfully completed the divestment of its entire Cocoa Ingredients Division to Barry Callebaut.

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.

Issued on behalf of Petra Foods Limited

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