

## **For Immediate Release**

The initial public offering of the shares of Petra Foods Limited was sponsored by ABN AMRO Rothschild.

## **Petra Foods Appoints New Executive Director**

**SINGAPORE – 1<sup>st</sup> August 2005** - Mainboard-listed Petra Foods Limited (the “Company”), one of the world’s major manufacturers and suppliers of cocoa ingredients and branded consumer confectionery products, today announced that it has appointed Mr. Chua Koon Chek as an Executive Director of the Company.

The appointment, which takes immediate effect, comes less than one month after Mr. Chua was hired as the President of Petra Foods’ Branded Consumer division.

Better known in the industry as “KC” or “KC Chua”, Mr. Chua will assume his seat on the Board in addition to spearheading the international operations and expansion of the Branded Consumer division.

Armed with over 30 years of experience in the branded chocolate confectionery and fast moving consumer goods (FMCG) industries, Mr Chua had previously served as the Managing Director, Diethelm Singapore Pte Ltd and at the same time, Executive Vice President (Consumer Products), Diethelm Keller Siber Hegner (DKSH) - one of Asia’s leading marketing services and distribution group - from 1997 to 2005. Prior to this, Mr Chua was the Managing Director of Harpers Trading Singapore Pte Ltd (1984 to 1997) and the General Manager for Allied Chocolate Industries (1977 to 1984).

“We welcome KC to our Board. With KC’s wealth of industry experience, we can count on his strategic insights and leadership to propel Petra Foods to greater heights and enhance our shareholder value”, said Mr. John Chuang, Chief Executive of Petra Foods.

Mr. Chua graduated from the then Singapore University, in 1973, with a BBA in Business Administration.

Details and declaration of Mr. Chua 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.

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Statement by ABN AMRO Rothschild, the issue manager and the sponsor of the initial public offering of the shares of Petra Foods Limited ("the Company"):-

ABN AMRO Rothschild (being the unincorporated equity capital markets joint venture between ABN AMRO Bank N.V., Singapore branch, and N.M. Rothschild & Sons (Singapore) Limited, each trading as ABN AMRO Rothschild) acted as the Global Co-ordinator, Bookrunner and Lead Manager in respect of the initial public offering of ordinary shares of \$0.10 each in the capital of the Company which was completed on 5 November 2004.

This announcement has been prepared and released by the Company. ABN AMRO Rothschild is not required to and has not been involved in the preparation or release of this announcement and has not verified the accuracy, completeness or adequacy of the information contained herein. Accordingly, no representation, warranty, covenant or recommendation, express or implied, is made by ABN AMRO Rothschild or any of its affiliates (including any subsidiaries and/ or holding companies thereof), branches, joint venture partners or any of its or their directors, officers, employees, agents or representatives as to the accuracy, completeness or adequacy of the information contained in this announcement, and nothing contained in this announcement is, or shall be relied upon as, a promise, representation, covenant or recommendation by ABN AMRO Rothschild or any of its affiliates (including any subsidiaries and/ or holding companies thereof), branches, joint venture partners or any of its or their directors, officers, employees, agents or representatives. ABN AMRO Rothschild does not accept any responsibility for, and disclaims any liability with respect to, the accuracy, completeness or adequacy of the information contained in this announcement or incorporated by reference herein.

## **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 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 eight master brands and 19 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 six cocoa processing facilities (located in Indonesia, Malaysia, the Philippines, Thailand, Brazil and Mexico), two chocolate confectionery production facilities (located in Indonesia and Malaysia) and a total staff strength of over 3,500.

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 20<sup>th</sup> Singapore Business Awards on 30 March 2005.

### ***Financial Highlights***

For the full year ended 31 December 2004, the Group's net profit rose 56.4% to US\$18.4 million on the back of a 19.3% increase in turnover to US\$383.9million. EBITDA grew 26.7% to US\$31.5 million.

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

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***Issued on behalf of Petra Foods Limited***

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