



For Immediate Release

SUNMOON: April 2016 Investor Update

Singapore, 21 April 2016 - SunMoon Food Company Limited (the “**Company**” or “**SunMoon**”, and collectively known with its subsidiaries as the “**Group**”), a consumer-focused distributor and marketer of branded high-quality fruits, vegetables and products, would like to update both shareholders and investors on developments of the Company.

The board of directors (the “**Board**”) of the Company is pleased to inform shareholders of the Company (“**Shareholders**”) that SunMoon Distribution & Trading Pte Ltd, a wholly owned subsidiary of the Company, had in April 2016, entered into several sales orders with Shanghai YIGUO E-Commerce Co. Ltd (also known as 易果生鲜) (“**YiGuo E-Commerce**”), an existing customer in relation to the supply of certain fruits and vegetables products. YiGuo E-Commerce’s current geographic presence is within the People’s Republic of China (“**PRC**”).

The sales order with YiGuo E-Commerce is in line with the Company’s focus on the “**Network x Geography x Product**” model, and will introduce a range of fruits, fruit-related and vegetable products, such as, frozen durians, young coconuts and oranges. This will enable the Group to tap on a rapidly expanding digital sales network and enable the Group to establish and secure the SunMoon brand within the mindshare of the new sophisticated consumer when it comes to health, freshness and natural goodness. For more information of the Group’s current business model, please refer to the investor update announcement dated 14 March 2016.

Mr Gary Loh, Executive Chairman and CEO of SunMoon Food Company Limited, said, “*YiGuo E-Commerce is one of the PRC’s premier brands in the provision of quality fresh food products, and our ongoing collaboration ties in perfectly with our brand identity as a developer of innovative, natural, sustainable and nutritious food products for increasingly health-conscious global consumers.*”

YiGuo E-Commerce also owns a nationwide distribution network, which gives us the perfect platform to reach out to the millions of people in the PRC and establish the SunMoon brand as the quality, fresh fruit products provider of choice.”

Mr Steven Jin, the Co-founder and Co-president of Shanghai Yiguo E-commerce Co. Ltd., said, “*SunMoon as Singapore’s well-known brand, has an absolute advantage on global sourcing. SunMoon’s cooperation with orchards across the world, its rich fruit purchasing experiences, and its abilities in the areas of processing and repacking are what Yiguo is looking for in a business partner. The collaboration partnership with SunMoon will strengthen Yiguo’s global supply chain management, product control, and product line expansion and which means Yiguo will provide better quality service to more families in the PRC.*”

Mr Jin also added, “*Yiguo’s huge customer user bases and ExFresh platform (also known as 安鲜达), as an advanced technology of Yiguo’s supply chain, will help SunMoon to promote the high quality products to PRC market.*”

Background information of YiGuo E-Commerce⁽¹⁾

YiGuo E-Commerce was established in year 2005 and has been committed to providing high quality fresh food to urban households that pursue quality life. YiGuo E-Commerce does global sourcing of products in varying categories, which includes, fruit, vegetable, seafood, meat, poultry & eggs, pantry & beverage, and dessert. YiGuo E-Commerce has been in a strategic partnership with Alibaba.com Ltd

since 2014. The partnership with the Alibaba.com Ltd helps YiGuo E-Commerce to take advantage of its huge user traffic, strong fresh food online platforms, and rich online operation experiences.

As a pure online retailer/e-commerce supplier, YiGuo E-Commerce has a national distribution network and cold chain delivery system in the People's Republic of China which covers up to 18 provinces and 48 cities.

Footnote:

(1) The background information relating to YiGuo E-Commerce was extracted from the marketing material of YiGuo E-Commerce obtained at the event of the Produce Marketing Association Fresh Connections Shanghai 2015.

Note: This press release is to be read in conjunction with the related announcements made by the Company on SGX-NET.

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About SunMoon

SunMoon Food Company Limited is a consumer-focused distributor and marketer of branded high-quality fruits, vegetables and products. SunMoon works collaboratively with a global network of suppliers to develop innovative, natural, sustainable and nutritious food products for increasingly health-conscious global consumers.

<http://www.sunmoonfood.com/>