



**For Immediate Release**

## **SUNMOON: April 2016 Investor Update**

**Singapore, 27 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.

As part of the Company’s focus on the “**Network x Geography x Product**” model, the board of directors (the “**Board**”) of the Company is pleased to share that the Group had launched a new programme called “*Annual Program Buy*”. Pursuant to the “*Annual Program Buy*”, the Group aims to enter into long term supply contracts with existing and new clients.

As part of the “*Annual Program Buy*”, the Company is pleased to announce that SunMoon Distribution & Trading Pte Ltd, a wholly owned subsidiary of the Company, had in March 2016 entered into sales orders with two of its existing customers:

- (a) Lulu Supermarket LLC (“**Lulu**”) for a 52-week period; and
- (b) Carrefour MAF Group Hypermarket (“**Carrefour**”) for a 52-week period,

in relation to the proposed supply of certain fruits and vegetables products.

The “*Annual Program Buy*” is the Group’s effort to promote a longer term supply relationship with the Group’s major customers as well as to introduce a wider range of fruits, fruit-related and vegetable products, including, Fuji apples, Golden pears, Singo pears, garlic and ginger, expanding into its existing geographic presence in the Middle East region, and in particular, the United Arab Emirates.

**Mr Gary Loh, Executive Chairman and CEO of SunMoon Food Company Limited**, said, “*The launch of the Annual Program Buy, with both Lulu and Carrefour, is a sign of SunMoon’s ambitions to take our operations to the next level. Lulu and Carrefour are some of the biggest retailers in the markets that they operate in, and their show of confidence in SunMoon and its products gives us optimism that our Network x Geography x Product business model is the right way forward.*”

*We also intend to implement the Annual Program Buy programme with the Group’s other major customers in time to come, as we believe that this will be the beginning of a successful, dynamic relationship, and the fastest way for SunMoon to achieve its growth targets.”*

**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/>