



For Immediate Release

SunMoon to power its asset-light, customer-centric strategy globally with NetSuite OneWorld

Highlights:

- SunMoon taps the cloud to harness the power of its wide network, diverse products and expanding geography
- Cloud-based Enterprise Resource Planning (ERP) software enhances transparency and operational efficiency, and can enable company to quickly scale up globally
- The NetSuite ERP system will also drive more retail traffic to SunMoon's e-store

SINGAPORE, 7 September 2016 - MAINBOARD-LISTED SunMoon Food Company Limited (the “**Company**” or “**SunMoon**”, and collectively known with its subsidiaries as the “**Group**”), a global distributor and marketer of nutritious fresh fruits, vegetables and products announced today that it has selected NetSuite OneWorld for its ERP needs.

The move will help SunMoon manage and optimize its expanding network and geography, and transform from a traditional trading company to a consumer-centric distributor and marketer of branded high quality products.

Mr. Gary Loh, Executive Chairman and CEO of SunMoon Food Company Limited, said: “The upcoming deployment of NetSuite OneWorld marks another milestone in our transformation to become an Asian giant in the fruit trading business. Since 2015, we have made a strategic shift towards an asset-light, consumer-centric and brand-focused business model, driven by the NxGxP strategy. To enable us to revolutionise our business model, and realise our vision of becoming an asset-light and customer-centric organisation, we needed to implement solutions that support our NxGxP strategy; the NetSuite OneWorld deal is one key step in the right direction.”

Mr. Loh added that the ERP system will empower the company to harness the power of its network of over 11,000 point of sales across 9 geographies, with a network of 157 suppliers providing a suite of over 100 products.

“With the NetSuite software, SunMoon can provide real-time data on prices and details of its product range, and enhance price transparency and operational efficiency. It also allows SunMoon partners and vendors such as farmers, supermarkets, retailers, and online businesses to view such ‘live’ data before they transact.” Mr. Loh elaborated.

And with SunMoon’s push to create an online trading platform for fruits and vegetables, the NetSuite move could potentially disrupt how the industry traditionally operates by creating a transparent trading system. This will improve market efficiency so that prices and volume are driven by market demand and supply, which in turn will attract more businesses to trade through SunMoon.

Beyond B2B, Mr. Loh added that at the B2C level, consumers will also benefit from improved accessibility to quality fruits and vegetables.

All SunMoon products come with SunMoon’s Quality Assurance, which is backed by internationally recognised accreditations such as HACCP; Good Manufacturing Practice (GMP); AIB (Excellent), ISO 22000, Halal and Kosher Certification.

NetSuite provides a suite of cloud-based financials/ERP and omnichannel commerce software that runs the business of more than 30,000 companies, organisations, and subsidiaries in more than 100 countries.

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ABOUT SUNMOON FOOD COMPANY LIMITED (www.sunmoonfood.com)

SunMoon Food Company Limited (“SunMoon”) is a global distributor and marketer of nutritious fresh fruits, vegetables, and products, delivered to the health-conscious consumer in the most convenient way.

Started in 1983, SunMoon has grown its product offering to over 100 product types, including fresh fruits, vegetables, freeze-dried fruit snacks, nuts, fruit cups, fruit sticks, juices, sorbets, frozen fruits and assorted water packaged under its own brand.

With an extensive sales network of over 11,000 point of sales globally, SunMoon's offering of quality, premium products are distributed via supermarkets, convenience stores, online and wholesale channels, airlines, food services as well as SunMoon's franchise outlets in Singapore.

Since 2015, the company has shifted towards an asset-light consumer-centric and brand-focused business model by tapping on its strong brand equity and the 'Network x Geography x Product' operational model. Instead of owning farms, SunMoon works with farmers to ensure they meet our quality standards.

SunMoon's products come with the SunMoon Quality Assurance, backed by internationally recognised accreditations such as HACCP; Good Manufacturing Practice (GMP); AIB (Excellent), ISO 22000, Halal and Kosher Certification.

SunMoon was listed in 1997 on the Mainboard of the Singapore Exchange.

For details of SunMoon's NxPxG strategic model, please click [here](#) for its March 2016 Investor Update.

Issued on behalf of **SUNMOON FOOD COMPANY LIMITED** by:

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