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**For Immediate Release**

**SunMoon appoints industry veteran as Independent Non-Executive Director to underpin consumer-centric strategy**

**SINGAPORE, 4 April 2017 - 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 has appointed Mr. James Prideaux as a Independent Non-Executive Director with effect from 4 April 2017.

Mr. Prideaux, 54, has over 30 years of international executive management experience. He has extensive achievements in establishing and developing world-class businesses from the ground up in all strategic, financial and operating aspects in both developed and emerging markets.

He has spent the past 16 years based in South-East Asia with responsibility for Asia Pacific and the Middle East in his roles.

Mr. Gary Loh, Executive Chairman and CEO of SunMoon Food Company Limited, said: “The Board is pleased to announce the appointment of James as independent non-executive director. His international executive management experience is a strategic fit for SunMoon, as we aspire to be a global market leader in the distribution and marketing of fruits and vegetables.”

Currently, Mr. Prideaux is Chief Executive Officer of JP APAC Solutions Inc, an innovative risk management consultancy and a Regional Client Partner with Pedersen & Partners, a leading Executive Search firm.

Previously, Mr. Prideaux worked at global businesses such as KPMG, ICI, Atlantic Richfield Company (ARCO), and Dole Food Company. He holds a Bachelor of Commerce degree from Birmingham University and is a Chartered Accountant (ICAEW).

Mr. James Prideaux said: "I am excited to join the SunMoon board as I believe that the company's asset-light, consumer-centric and brand-focused business model will pave the way for its growth and transformation."

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*This press release is to be read in conjunction with the Company's announcement posted on the SGX website on 4 April 2017.*

#### **ABOUT SUNMOON FOOD COMPANY LIMITED ([www.sunmoonfood.com](http://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 business 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.

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

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