



For Immediate Release

Alibaba-owned Tmall invests US\$300 million in Shanghai Yiguo, SunMoon's largest shareholder

SINGAPORE, 4 August 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 announced today that China’s largest B2C website, Tmall (天貓) has invested US\$300 million in Shanghai Yiguo E-Commerce Co. Ltd., the largest indirect shareholder of SunMoon.

The funding will be used for the further development of Yiguo's subsidiary ExFresh, China's largest cold-chain logistics platform.

Accordingly, Tmall's investment in Yiguo will strengthen SunMoon's reach into China by empowering SunMoon to build a stronger export pipeline in China.

For more details, please refer to <http://www.alizila.com/alibaba-leads-new-300m-funding-round-in-yiguo/>

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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 points 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 its 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.

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

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