

PETRA FOODS LIMITED

Background

Established in 1984 by the Chuang family, Petra Foods has since grown through a combination of organic growth and acquisitions into the world's fourth largest cocoa ingredients manufacturer and a major player in branded chocolate confectionery products.

In Indonesia, according to A.C.Nielsen's estimate, Petra Foods has close to 60% market share of the urban chocolate confectionery market. This chocolate confectionery business in Indonesia was originally started in the 1950s by the Chuang family and was subsequently assimilated into Petra Foods.

John Chuang, who as CEO has been instrumental in the phenomenal growth of the Company in the past 20 years, attributes the company's growth and success to his capable and dedicated team of management and staff who have persevered through economic prosperity and hardship over the years.

Today, the Group has two distinct yet strategically and financially complementary business divisions – **Cocoa Ingredients** and **Branded Consumer**:

Cocoa Ingredients Division – The Group manufactures and sells cocoa ingredients under the “Delfi®” brand to over 30 countries worldwide. Its major customers are international food and beverage companies such as Nestle, Cadbury, the Mars Group, Arnott's, A.B. Foods, Barry Callebaut and the Meiji Group of Japan.

It has six cocoa processing facilities located in Indonesia, Malaysia, the Philippines, Thailand, Brazil and Mexico.

Branded Consumer Division - The Group manufactures and distributes branded consumer products which are sold in over 17 countries in Asia including Indonesia, Singapore, Malaysia, Hong Kong, Australia, Thailand, the Philippines and China.

It has an established portfolio of chocolate confectionery brands which are household names in Indonesia including 8 master brands and 19 key sub brands. Its flagship brands in Indonesia include “SilverQueen” and “Ceres” which were introduced in the 1950s and “Delfi®” in the 1980s.

Petra Foods' two chocolate confectionery production facilities are located in Indonesia and Malaysia.

In addition, the Group also distributes a well-known portfolio of third party brands in Indonesia, Singapore and Malaysia.

Petra Foods was listed on the SGX Mainboard in November 2004. It was awarded the “Best Newly Listed Singapore Company in 2004” in AsiaMoney's Best Managed Companies Poll 2004.

Financial Performance

The Group grew impressively in the past four years as it implemented a well-managed expansion plan.

Group revenue surged at a compounded annual growth rate of 38.3% from US\$145.2 million in FY2001 to US\$383.9 million in FY2004, while net profit grew from US\$6.5 million in FY2001 to US\$18.4 million in FY2004, representing a CAGR of 41.6%.

For FY2004, the **Cocoa Ingredients Division** recorded a 16.3% growth in revenue to US\$266.3 million from US\$229.0 million in FY2003. Profit from operations rose 25.8% to US\$15.1 million, from US\$12.0 million previously.

Revenue from the **Branded Consumer Division** in FY2004 rose 26.6% to US\$117.6 million, while profit from operations increased 17.3% to US\$15.6 million.

Financial Summary

US\$ million	FY2001	FY2002	FY2003	FY2004
Turnover	145.2	231.7	321.8	383.9
Profit before Tax	9.2	15.9	16.6	23.6
Net Profit	6.5	11.9	11.8	18.4

30 March, 2005