



Super Coffeemix Manufacturing Ltd
 2 Senoko South Road. Super Industrial Building, Singapore
 Tel: (65) 6753 3088 Fax: (65) 6753 7833
www.super.com.sg

Super's 3Q09 net profit jumps 27% to S\$9.1 million

- Gross profit margins improves 3.1 percentage points
- Continues overseas success with robust net cash position of S\$45.7m

Singapore, 12 November 2009 – Super Coffeemix Manufacturing Ltd, (“Super”, “the Group” or “超级咖啡饮品制造有限公司”), the Southeast Asian market leader for 3-in-1 instant coffees, reported a 27% increase in net profit to S\$9.1m for the three months ended 30 September 2009 (“3Q09”) as the Group continues to aggrandize its presence within both existing and new markets.

Financial Highlights S\$'000						
	3Q09	3Q08*	3Q09 vs 3Q08	9 mths ended 30/09/09	9 mths ended 30/09/08*	YTD09 vs YTD08
Revenue	77,608	80,218	(3%)	212,323	220,122	(4%)
Gross Profit	25,916	24,289	7%	70,079	74,610	(6%)
Gross Profit Margin (%)	33.4%	30.3%	-	33.0%	33.9%	-
Other Income/ (Loss)	361	1,073	(66%)	2,618	938	179%
Total Operating Expenses	(16,435)	(15,599)	5%	(46,671)	(46,586)	-
Profit from Operating Activities	9,842	9,763	1%	26,026	28,962	(10%)
Net Gain/(Loss) from Investment Securities	597	(1,280)	NM	2,275	(4,064)	NM
Net Profit After Tax	9,110	7,198	27%	24,461	19,293	27%
Net Cash generated from Operating Activities	16,415	8,118	102%	40,400	33,860	19%
Cash & Cash Equivalents	45,653	26,110	75%	45,653	26,110	75%

* The comparative figures were amended as investment in certain quoted equities, previously designated as “available-for-sale financial assets”, was accounted for as “investment in associated company” as the Group has significant influence in the investee in 2008.

Sales revenue declined by 3% to S\$77.6m from S\$80.2m in the comparable period of 3Q08 mainly due to decreased sales into the Indonesian market. Increased selling, distribution, general and administrative expenses resulted in higher total operating expenses. Despite the soft sales revenue and higher operating expenses, gross profit margin increased from 30.3% to 33.4% of sales revenue, leading to a 7% jump in gross profit to S\$25.9m from S\$24.3m. The improvement in gross profit margin was mainly due to lower raw material costs

incurred in 3Q09. Consequently, profit from operating activities increased from S\$9.7m to S\$9.8m.

The period under review saw a net gain from investment securities of S\$0.6m against the last comparable period which suffered a net loss from investment securities of S\$1.3 due to fair value loss on the Group's quoted equity investments.

Overall, the Group maintained its upward trajectory and called in a strong 3Q09 net profit of S\$9.1m from S\$7.2m, a 27% jump from the last corresponding quarter. Net profit attributable to equity holders spiked 30% to S\$8.9m from S\$6.9m.

The Group's balance sheet remains robust with a net cash position of S\$45.7m and current ratio of about 3.2 times.

Mr David Teo (张骐牧) Chairman of Super commented, "For 3Q09, we recorded a sound performance as we continue to cater to our customers' demands and consolidate our brand presence in Taiwan and China via our established sales and distribution network. With our stalwart net cash position, we are in good financial shape to continue our growth. "

"Through champion products in our branded consumer good and ingredient divisions, we continue to focus on branding and advertising to enhance our brand presence in our key markets within South East Asia and East Asia." Mr Teo added.

Promoting the *Super* brand

Super was the official sponsor of the MediaCorp Radio Subaru Impreza Challenge 2009, which started from 7.00am on Saturday 31 October 2009 at Ngee Ann City Civic Plaza. Jointly organized by Motor Image Enterprises and MediaCorp Radio since 2002, international and local participants pitted their strength and endurance for Singapore's highly celebrated survivor challenge.



In Singapore, we have introduced the "Reduced Sugar" variant for our 3 in 1 Coffeemix and Instant Cereal to cater to the more health conscious consumers. Many of our current products are also "Low Fat" certified by the Health Promotion Board". We also introduced more variant to our "Super 3 in 1" and "Ipoh White Coffee" range of products in Malaysia and Brunei.

Mr Teo commented “We will continue to invest in branding building and marketing activities to strengthen our presence in our existing markets. We won the Golden Bull award as recognition for one of Malaysia’s top 100 SMEs and the Brand Laureate award as the Best Brand in Food & Beverage – Coffee, in Malaysia for the 3rd consecutive year. Our market leader positions for most of the key markets we operate in ascertain our success in reaching out to our consumers. ”

Going forward

The Group expects market conditions to remain competitive and challenging in the coming twelve months. The Group is well poised to confront these challenges and continue its growth trajectory with a reliable balance sheet and experienced management team. The volatility in raw material costs, currency fluctuations and competitive market conditions continue to be on-going concerns which may affect the Group’s performance.

The Group’s Management is mindful of these concerns and continues to prudently monitor the market conditions and take appropriate actions to mitigate their impact on the Group’s performance.

The Group expects to remain profitable for the current financial year.

--The End--

About Super Coffeemix Manufacturing Limited

Listed on SGX Mainboard, Super Coffeemix Manufacturing Ltd (“Super”) manufactures, and distributes leading brands of instant beverages and convenience food products. Some of its proprietary brands include *Super*, *Café Nova*, and *Grandeur*. Super has received numerous accolades and awards for its products, including Grand Gold Medal and Gold Medal awarded by Monde Selection in the 43rd World Selection 2004, the Golden Bull “Top 100 SMEs in Malaysia” and the Brand Laureate “Best Brand in Food & Beverage - Coffee” awards since 2007.

Super is headquartered in Singapore and has manufacturing facilities located in various part of the world.

For more information, please visit Super’s corporate website at www.super.com.sg

**Issued for and on behalf of Super Coffeemix Manufacturing Ltd
By Financial PR Pte Ltd**

For more information, please contact:
Kathy ZHANG, kathy@financialpr.com.sg
El LEE, el@financialpr.com.sg
Candy CHNG, candy@financialpr.com.sg
Tel: (65) 6438 2990
Fax: (65) 6438 0064