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For Immediate Release

Super posts 21.4% turnover growth in 1Q11: strong momentum continues

- Sales volume grew despite higher product retail prices, demonstrating the Group's strong brand equity
- Net profit marginally lower by 1% at S\$14.8 million in 1Q11
- Gross profit margin increased to 35.8% in 1Q11 from 32.3% in 4Q10 contributed by upward revisions of retail prices

Singapore and Hong Kong, 11 May 2011 – Super Group Ltd, (“Super”, “the Group” or “超级集团有限公司”), the Southeast Asian leading brand-owner of instant beverages and convenience foods announced net profit of S\$14.8 million for 1Q11.

Financial Highlights (S\$'000)	3mths ended 31/03/11	3mths ended 31/03/10	% Change
Revenue	99,120	81,633	21.4
Gross Profit	35,524	32,261	10.1
Gross Profit Margin (%)	35.8	39.5	-3.7 [^]
Total Operating Expenses	18,865	17,358	8.7
Net Profit	14,777	14,996	-1.5
Net Profit Margin (%)	14.9	18.4	-3.5 [^]
Earnings per share (cents)	2.61	2.74	-0.13

[^] Denotes percentage points

Revenue grew 21.4% to S\$99.1 million in 1Q11 from S\$81.6 million in 1Q10 due to Ingredients sales growth and increased Branded Consumer sales in key Southeast Asia markets. Ingredients sales led the growth with 104.1% increase to S\$16.3 million in East Asia and Southeast Asia markets like China and Taiwan. Branded Consumer posted 12.4% higher sales; contributed by increased sales into key Southeast Asia markets such as Thailand and Malaysia.

Segmental Review

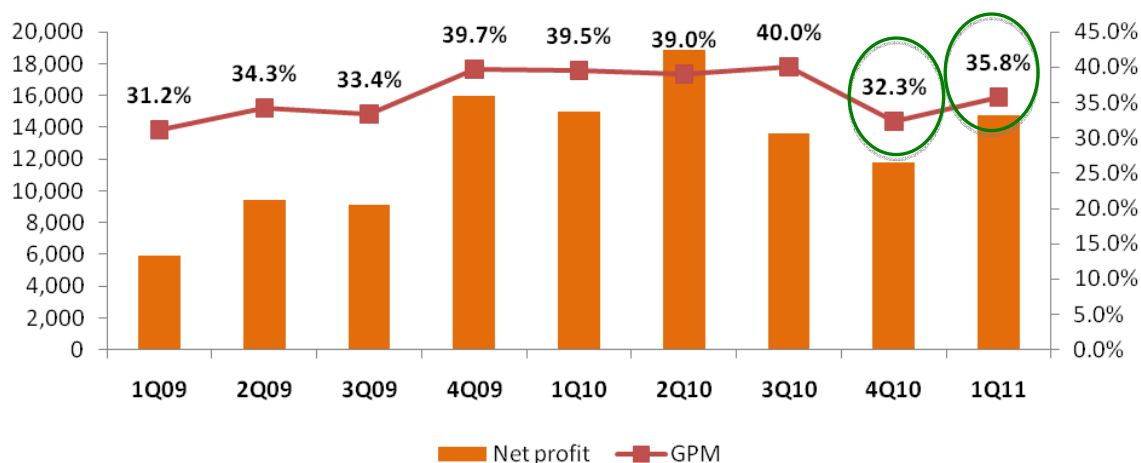
Sales Revenue (S\$'000)	1Q11	1Q10	Change %
Branded consumer sales ^[1]	82,864	73,668	12.4%
Ingredients Sales ^[2]	16,256	7,965	104.1%
Total	99,120	81,633	21.4%

[1] Sales of coffee products, cereal products, cup noodles, etc.

[2] Sales of soluble coffee powder, non-dairy creamer, etc. to industrial users.

Gross profit margin improved to 35.8% in 1Q11 from 32.3% in 4Q10 as the Group managed to cushion the impact of rising raw material prices with an upward revision of retail product prices. Y-o-Y gross profit margin for 1Q11 decreased from 39.5% in 1Q10 due to higher raw material costs and increased ingredients sales, which carried a lower gross profit margin.

Figure 1 below illustrates the gross profit margin trends across quarters from 1Q09 to 1Q11.



Source: Company

The Group was able to cushion the impact of higher raw material costs with its focus on higher margin products and upward revision in the retail price of its products in several key markets. The Group recorded a 10.1% increase in gross profit to S\$35.5 million in 1Q11 despite exposure to rising raw material costs such as coffee beans.

Mr David Teo (张骥牧), Chairman and Managing Director of Super commented, “Although margins were affected by the raw material price hikes which began towards the second half of 2010, the Group managed to grow its gross profit by 10.1%. The management is familiar with the challenges faced by the Group and will continue to forge dynamic strategies in balancing growth, innovation, costs and risks in the ever changing competitive landscape”.

Industry Outlook and Future Plans

The Group expects market conditions to remain competitive in the next twelve months while raw material costs and currency fluctuations will impact the Group’s operating performance. However, management is familiar with these challenges and will continue to take appropriate actions in managing their impact on the Group’s businesses. The Group will continue to review the retail prices of its products while considering competitors’ initiatives in key markets.

In view of the robust demand for the Group’s non-dairy creamer, especially in the Greater China market, management will install an additional production line to expand the Group’s annual production capacity to 100,000 metric tons from the current 75,000 metric tons by 3Q11.

The Group’s balance sheet remains healthy with cash and bank balances of \$126.1 million as at 31 March 2011.

Mr Teo added, “We are on track with our strategy for growth and enhancing shareholder’s value. We have strengthened the organization, focused on our core businesses and improved the quality of our product innovations whilst achieving sales growth through more extensive distribution into existing and new markets. We will continue to enhance our brand portfolio and consumer products offering through strategic M&A and synergistic business opportunities into new markets such as our recent joint venture in Indonesia.”

--The End-

About Super Group Ltd

Listed on SGX Mainboard, Super Group 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 and the Brand Laureate “Brand Specialty Awards Best Brand Category, Brand Communication – Coffee” in 2009. The 2009 award is the fifth consecutive time and 4 years running that the Group has won the Brand Laureate Award. Super has also won the “Singapore Top Brands 2010” award conferred by Brand Finance. On 23 July, Super was conferred the Food Safety Gold Award by the Agri-Food Veterinary Authority (“AVA”) to 24 top companies for maintaining “A” grading for food safety and quality for 15 consecutive years. Super is the only brand owner of 3-in-1 instant coffee to win the Food Safety Gold Award among gargantuan global food corporations the likes of Nestle Singapore (Pte) Ltd, Cadbury Enterprise Pte Ltd, Coca-Cola Singapore.

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

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

Issued for and on behalf of Super Group Ltd

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