



Corporate Presentation
February 2017

Content

1. About Us

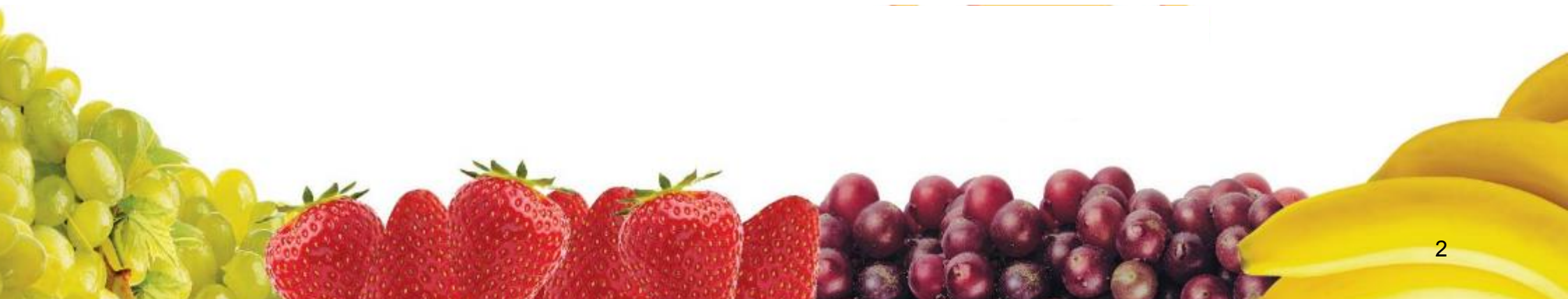
2. Our Business Model

- Asset-light
- The SunMoon Equation – '**N x G x P**'

3. Our Competitive Strengths

4. Growing with Yiguo

5. Partnerships & Programs



1. About Us

SunMoon is a global distributor and marketer of nutritious fresh fruits, vegetables and products, delivering to the health-conscious consumer in the most convenient way.

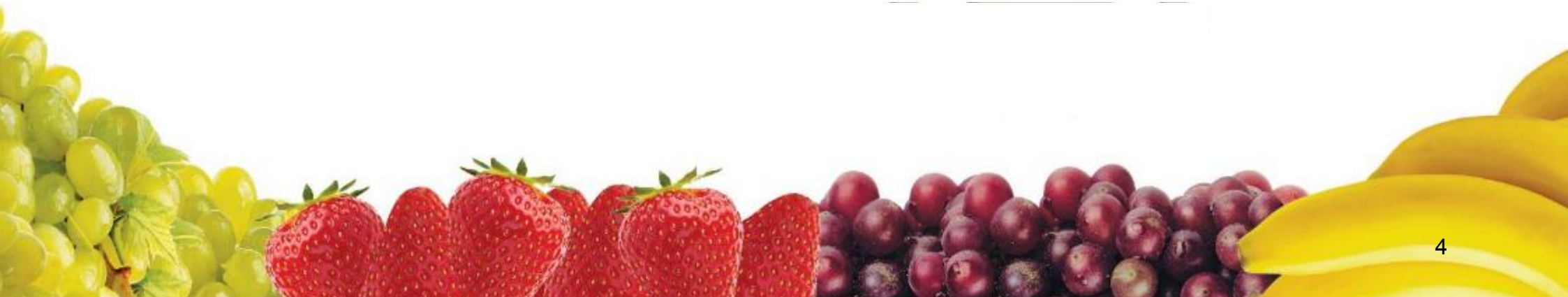


Since 2015 – shifted our focus on the ‘Fresh Division’, operating in fruit trading, wholesale distribution, and retail & franchising – underpinned by the strategic decision to shift towards an **asset-light consumer-centric** and **brand-focused** business model capitalising on its **strong brand equity**.

2016 and beyond – renewed strategic focus to centre on the concept of ‘**Network x Geography x Product**’.

Jan 2017 - proposed placement of shares to **Shanghai YIGUO E-Commerce Co. Ltd. (Yiguo)**.

2. Our Business Model



2. Asset-light Model

- Sourcing fruits from accredited farmers and packers instead of ownership of assets.
- Powered with ERP system NetSuite since January 2017, enabling SunMoon to offer:
 - An online trading platform
 - Real-time data on prices and details of product range, accessible by partners and vendors such as farmers, supermarkets, retailers and online businesses
 - Price transparency and operational efficiency

2. The SunMoon Equation

Our Business Model

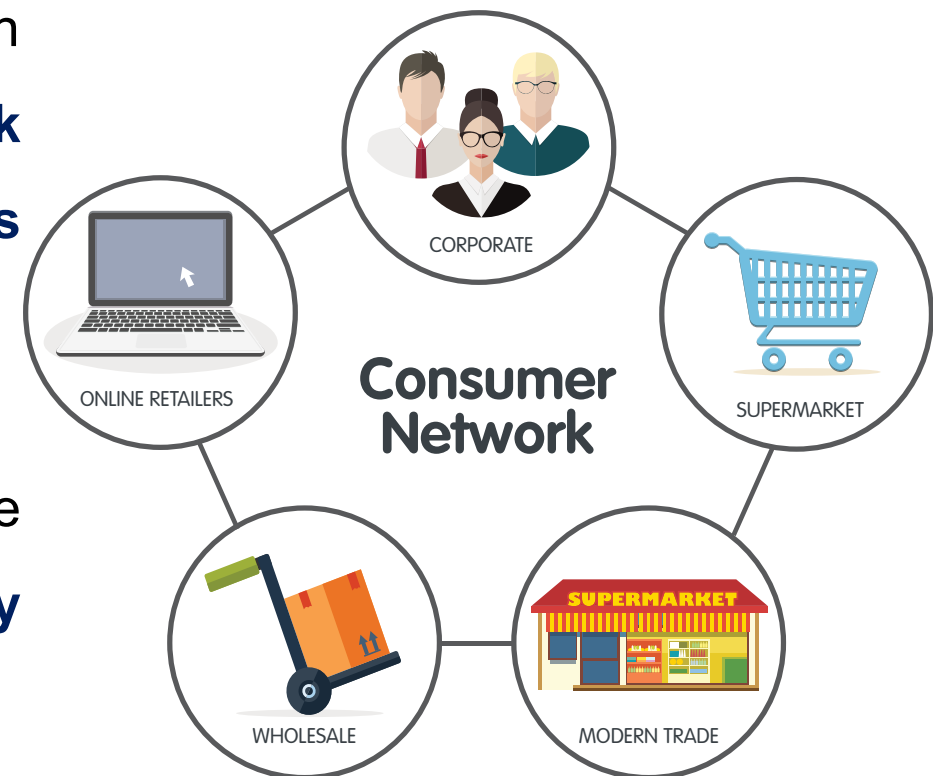


2. Network

NETWORK x GEOGRAPHY x PRODUCTS

The Group aims to be a key global player specialising in fruit-related and fresh products. We are **expanding our network of wholesale and modern trade channels** and growing the Group's customer base.

Aside from our brick-and-mortar stores, the Group is able to **tap on a rapidly expanding digital sales network**.



2. Network – Our Clients

Deepening our presence worldwide

	Supermarket/Convenience stores	Online/ Wholesale	Airlines / Food Services
SEA/ Greater China	          	  	
Singapore	    		 
Middle East/ India	   		
United States		 	
Australia	   		

2. Network – Our Suppliers

A diverse global network of quality suppliers to bring you only the finest



2. Geography

NETWORK x **GEOGRAPHY** x PRODUCTS

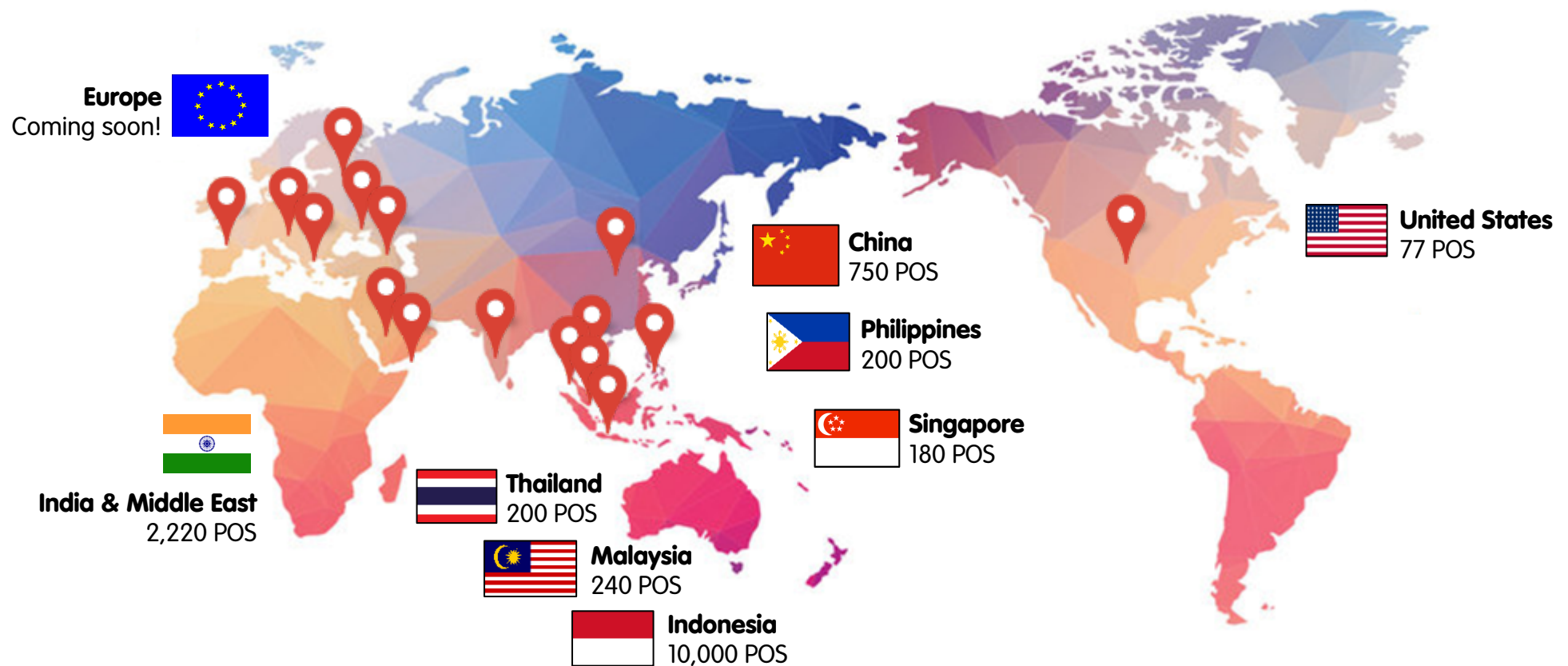
Entering new markets, expanding our network.

Via our geographical expansion, we aim to **bring quality products to new countries** to reach out to new consumers, and secure the mindshare of the new sophisticated consumers.



2. Geography

Expanding SunMoon's geographical reach
with over 11,000 POS* globally



*POS – Points of sales

2. Our Products

NETWORK x GEOGRAPHY x PRODUCTS

- Offering **over 100 product types**, including fresh fruits, vegetables and consumer products
- Under **SunMoon** and **EcoFresh** brands
- **Continuous innovation** to introduce quality, nutritious products that seek to delight consumers

Fresh Fruits



Consumer Products



2. Our Products – From Farm to Fork

The Mark of Assurance

Fruits from certified plantations are selected according to the ‘**SunMoon Quality Assurance**’ standard, a critical checklist of freshness, quality, safety and traceability as demanded by our discerning customers; a reputation also backed up by internationally recognised accreditations: **HACCP; Good Manufacturing Practice (GMP); AIB (Excellent), ISO 22000, Halal and Kosher Certification.**



1. Freshly picked from farm



2. Undergoes SunMoon QC



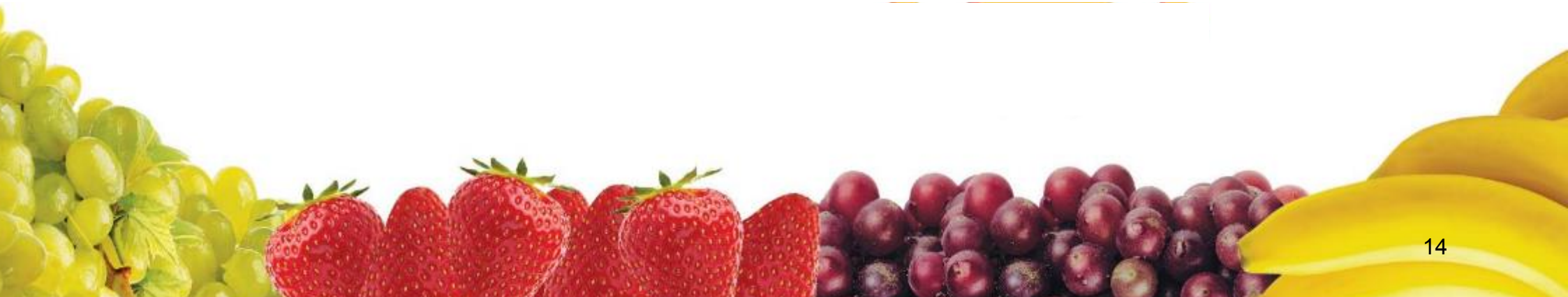
3. Nicely packed and ready to be delivered to retailers!

=



The SunMoon Mark of Quality
to be a globally recognized quality standard for fresh fruits

3. Our Competitive Strengths



3. Competitive Strengths

1. Global reach

- Network of over **11,000 point of sales** across **9 markets** with a presence in **9 geographies**

2. Recognised brand

- Aspiring to be **a global lifestyle** and **consumer brand**
- SunMoon brand associated with **quality**, **nutritious** products
- Our 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

3. Competitive Strengths (cont.)

3. Wide range of products

- Suite of **over 100 products** under SunMoon and EcoFresh brands, including fresh and packaged fruits and healthy snacks
- To help **reduce impact of seasonality**, our offerings include:
 - i. tropical fruits, which are available all year round, and
 - ii. processed foods e.g. freeze-dried fruits, which extends the shelf life

4. Established, long-term relationships with a wide base of suppliers

- Trusted partner, ensures access to ready supply and mitigates impact of being vulnerable to disruptions in supply due to weather, political reasons, etc.

3. Competitive Strengths (cont.)

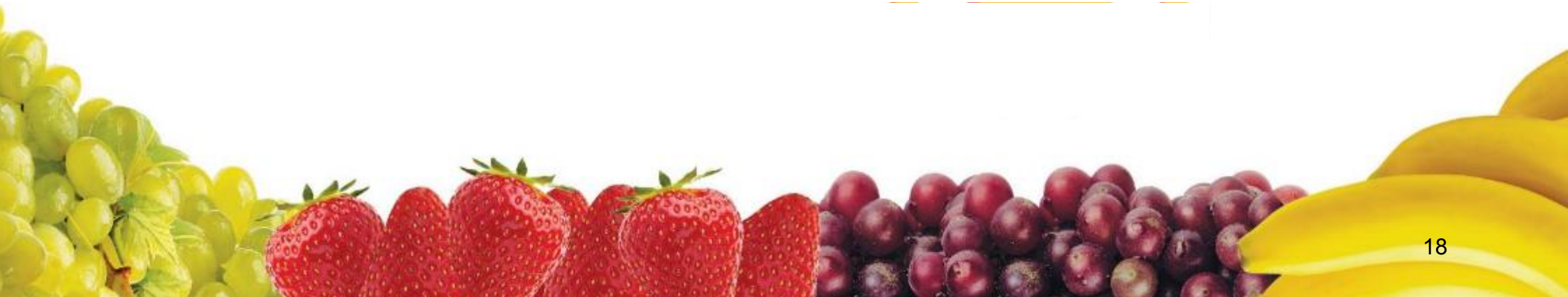
5. Asset-light model

- Free up cash flow to focus on growing the business

6. Cash basis or short credit terms

- **(N x G x P)** Working Capital

4. Growing with Yiguo



4. Growing with Yiguo

Yiguo, backed by **Alibaba**, is an established online fruit retailer with an extensive geographic presence in China.

It supplies over **3,200 products** in **7 categories** of fresh food, namely, fruit, vegetable, seafood, meat, poultry and eggs, pantry and beverage and dessert.

Customers include households, corporate customers such as Fortune 500 companies and domestic institutions providing staff service to foreign employers.





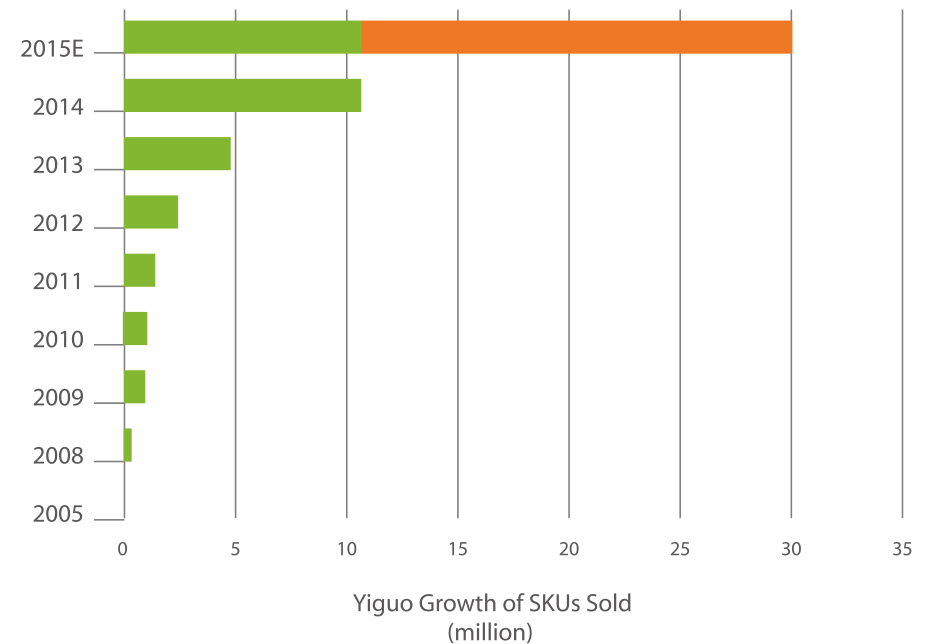
4. Growing with Yiguo

As the first nation-wide e-commerce supplier of fresh food in China, Yiguo's presence now covers **48 cities**.

Yiguo's commitment is to provide more Chinese consumers in different regions with safe, delicious and convenient catering and cooking solutions, and to be the **most trusted online fresh food retailer**.

To-date, the company has gained trust from over **3 million households**.

Sales Double and Triple Each Year



4. Growing with Yiguo

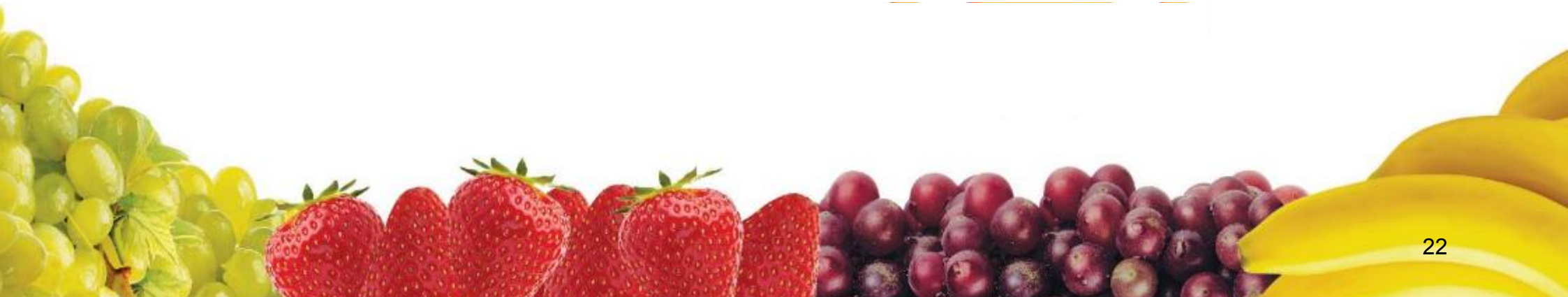


SunMoon is poised to leverage on Yiguo's strengths following the placement exercise which is expected to :

- fast-track its expansion plan, based on its “N x G x P” strategy, and to further cement the Company as a global distributor and marketer of branded high quality fruits and food products.
- provide funding.
- expand its footprint in the China marketplace, as well as increase the Company's supply sources rapidly.



5. Partnerships & Programs



5. Annual Program Buy

Annual Program Buy is a programme (launched in April 2016) where the company aims to enter into long-term supply contracts with existing and new clients.

March 2016: Secured sales orders with two existing clients: Lulu Supermarket and Carrefour for a 52-week period in relation to proposed supply of certain fruits and vegetables.



5. SazzyPets SunMoon Products for Kids

15 May 2014: Entered into a 3-year licensing agreement with SLS Atelier, a media company owned by First Alverstone Capital Ltd (FACL) to use SazzyPets on the Group's Fruit Cups, Fruit Crisps and Fruit Juices.

- SazzyPets is an animated series shown on Amazon Prime
- SazzyPets SunMoon products include Sazzy Juice, Sazzy Fruit Cups, Sazzy Jelly Treats and Sazzy Fruit Crisps, which are targeted at children below 12 years old



SazzyJuice with Nata De Coco



SazzyPet Fruit Cups



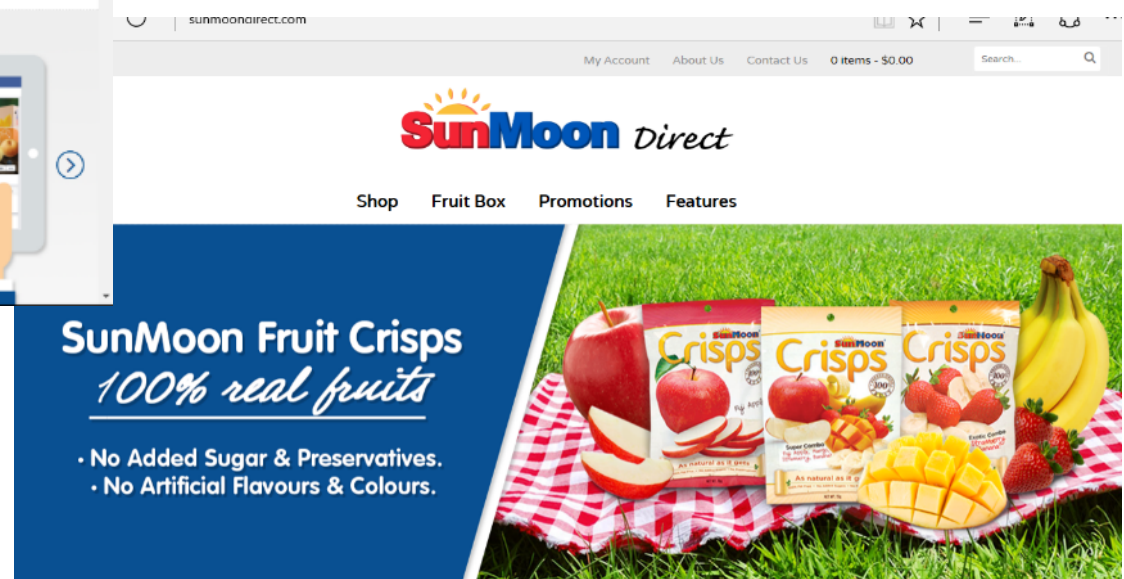
Sazzy Fruit Crisps



SazzyJuice Drink

5. Licensing Agreement with GLOH Fresh

GLOH Fresh, which is owned by FACL, a 3-year master global licence (since 15 May 2014) to operate the online e-commerce business SunMoon Direct.





Thank You



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