



Corporate Profile

Founded in 1994, People's Food Holdings Limited has established a strong market presence and is one of the leading providers of meat products in China. The Group is principally engaged in the production and distribution of meat products in the PRC under the brand name "Jinluo", through its dealership distribution network, its sales teams, sales outlets and specialty stores.

The Group's mission is to establish the company's Jinluo brand into a recognised household name that is renowned for high quality, tasty, nutritious and value-for-money meat products. In September 2002, the Group's "Jinluo" brand was officially recognised as a "China Top Brand" for its High Temperature Meat Products by the General Administration of Quality Supervision, Inspection and Quarantine of the PRC.

People's Food Holdings Limited is headquartered in Linyi, Shandong Province and operates a total of seven production plants located in

Linyi, Tongliao, Xiangtan, Meishan, Daqing, Shangqiu and Xinglong in the PRC, the last two plants being recently leased in January 2003. The Group's plant in Linyi was awarded the Hazard Analysis Critical Control Point (HACCP) certification for food safety in May 2002.

People's Food Holdings Limited was listed on the Mainboard of the Singapore Exchange Securities Trading Limited in March 2001 and on the Mainboard of the Stock Exchange of Hong Kong Limited in October 2002.

