



..... is renowned for high quality, tasty, nutritious and value-for-money meat product



Founded in 1994, People's Food Holdings Limited (the "Company" or "People's Food") and its subsidiaries (collectively the "Group") is one of the leading producers of fresh and frozen meat and processed meat products in the People's Republic of China ("PRC"). The Group currently have nine production bases, respectively in Linyi of Shandong Province, Tongliao of Inner Mongolia Autonomous Region, Xiangtan of Hunan Province, Meishan of Sichuan Province, Daqing of Heilongjiang Province, Shangqiu of Henan Province, Xinglong of Heilongjiang Province, Qiqihaer of Heilongjiang Province and Dezhou of Shandong Province.

The Group's meat products are distributed primarily in the PRC and marketed under the "Jinluo" brand name and trademark. The Group's mission is to establish its "Jinluo" brand into a recognised household name that is renowned for high quality, tasty, nutritious and value-for-money meat products. To date, the brand name "Jinluo 金锣" has gained much recognition in PRC, with more than 250 varieties of ham and sausages and several accolades and awards for being a premium brand in PRC.

People's Food 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.