

Newsroom

LifeBrandz Sponsors National Day Parade With 800, 000 Bottles Of Revolutionary Water; Weight Management Brand Extrim Ranked 469th Among Top 1000 Asian Brands in 2003

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Singapore, 03 August 2004 – Homegrown lifestyle brand development and management group LifeBrandz Ltd ("LifeBrandz") announced today it would join celebrations of Singapore's 39th National Day by sponsoring 800,000 bottles of the revolutionary SlimWater, worth S\$1.5 million at a retail price of S\$1.95 per bottle.

Recently listed on the Main Board of the Singapore Exchange, LifeBrandz said its subsidiary LifePharm Pte Ltd ("LifePharm") has agreed to be Principal Sponsor – along with the likes of Singapore Pools and other regular major sponsors – for the National Day Parade celebrations.

All 800,000 bottles of SlimWater, which uses revolutionary technology to incorporate liquid fibre into water, will be packed in "goodie bags" for the participants attending the parade. SlimWater – marketed through LifePharm – is the first functional food product of the LifeBrandz Group which develops and manages health, beauty, personal / family care and lifestyle products.

Each 500 millilitre of SlimWater contains 10 grammes of soluble vegetable fibre, equivalent to the amount of fibre contained in 1,000 grammes of tomatoes, 3 kilogrammes of watermelon, or 909 grammes of lettuce. Yet it remains tasteless, colourless and low in calories. SlimWater serves to supplement the fibre intake of Asians and helps to improve intestinal regularity, moderate postprandial blood glucose levels, lower serum cholesterol levels, and lower tricycleride levels.

Commenting on this sponsorship, Mr Michael Wong, Chief Executive Officer ("CEO") of LifeBrandz said, "As a homegrown brand management group, LifeBrandz is pleased to participate in such a momentous occasion of nation building. Through this sponsorship of SlimWater on the occasion of a mass event such as the National Day Parade, LifeBrandz hopes to spread the message of caring for our health through proper nutrition."

LifeBrandz also announced today that its top-selling "Extrim" range of weight management products - marketed through LifePharm - has just been ranked 469th among the top 1000 Asian brands in 2003 in a survey published by Brand Portfolio Magazine on 16 July 2004. Among the top 500 brands cited in the survey were Rolex, Starbucks, Louis Vutton, Chanel, Gucci and Patek Phillippe.

The results of the survey conducted by Synovate and the organisers of Superbrands Asia across eight Asian countries – China, Hong Kong, Taiwan, Philippines, Thailand, Malaysia, Singapore and Indonesia – were derived from a typical sample size of 500 persons aged 15-64 years in each country (with exception for China where the sample size was 750 persons in each of its three largest cities) and with additional booster interviews of another 500 person in the 25-64 years age group on household personal incomes that are double the average for their city of residence.

"This ranking underscores the hard work which went behind creating and nurturing the Extrim brand into one which is trusted by young and old in various countries. It is a huge encouragement for the LifeBrandz Group which has set its sights on expanding throughout the region," said Mr. Wong.

LifeBrandz on 22 June 2004 announced that it had appointed Diethelm Singapore Pte Ltd for Extrim products to be distributed in Indonesia, its first overseas expansion beyond its two core

markets Singapore and Hong Kong.

The Extrim brand was launched in December 2002 with Extrim Starch Blocker as its first product. The product range was extended when the Extrim Body Sculptor was launched in November 2003.
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Issued on behalf of LifeBrandz Ltd by WeR1 Consultants Pte Ltd

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About LifeBrandz Ltd

Established in July 2001 and listed on the Singapore Exchange Main Board since 18 June 2004, LifeBrandz is a lifestyle brand development and management Group which develops and manages health, beauty, personal / family care and lifestyle products.

Based on its unique brand development and management approach LifeBrandz BDMA, the Group's ability to effectively build and promote brands that it creates and owns has translated into successful brands which meet customers' needs. These include Intenz (skin supplement tablets), Extrim (weight management tablets and other weight management products), Genki Tea (floral tea) and Slimwater (functional water). LifeBrandz products are currently sold through more than 1,000 points of sale in Singapore and Hong Kong, including chain and independent pharmacies, personal care stores, cosmetic companies and medical clinics.

LifeBrandz leverages on an outsourcing strategy that allows the Group to focus on its core competencies of brand development and management as well as minimises high capital expenditure commitments and fixed overheads. Non-core activities such as manufacturing, distribution and warehousing / supply chain management are outsourced to reputable and reliable strategic partners who are proven specialists in their respective business arenas.

For the six-month period ended 31 January 2004, the Group achieved a net profit of S\$5.0 million on sales of S\$22.5 million, which have already exceeded the previous year's net profit of S\$4.6 million on S\$19.6 million sales for the 12 months ended 31 July 2003. Going forward, the Group is intent on growing new revenue streams and expanding to regional markets. New target markets include the PRC and Taiwan in the Greater China region and Indonesia, Malaysia, the Philippines and Thailand in the Asia Pacific region.