



金龙鱼®

让美食更健康

THE MARKET

Chinese cuisine is widely known throughout the world as being delicious and rich in flavour. Preparation of fine Chinese cuisine requires the use of wide varieties of seasonings, cooked under high temperatures and heavy use of cooking oil. However, the dining trend that emphasizes on bringing out the natural taste of food is becoming more and more fashionable with the food aficionados today. As a result, traditional Chinese cooking techniques are increasingly being labeled as “sacrificing health for flavour”, thus limiting the wider acceptance of fine Chinese cuisine.

The arrival of Arawana cooking oil not only directed consumers towards the use of hygienic cooking oil, but also promoted the development of healthy fine Chinese cuisine. Aside from revolutionising the industry by introducing the concept of health consciousness to consumers, Arawana also kick-started the era of branded cooking oil in China.

Today, within a span of just slightly more than ten years after its launch, Arawana has developed into a renowned brand for edible oils in China due to the exceptional product quality.

Arawana can be seen almost everywhere in China: departmental stores, supermarkets, retail chains and mega-malls. Armed with the undertaking of “constantly having the consumers in mind, and continuously innovate to satisfying the consumers’ needs”, the Arawana brand has developed into a household name in China, becoming not only the symbol of healthy lifestyle but also the preferred brand of the consumers.

ACHIEVEMENTS

In 2002, the nutritional content of Arawana second-generation blended oil was certified by the China Nutritional Society as conforming to the Chinese Dietary Recommended Intake (DRI).

HISTORY

Arawana consumer packs cooking oil was launched in 1990, when most Chinese consumers were still consuming bulk cooking oil. The introduction of cooking oil in consumer packs started the first revolution on the Chinese edible oils market by introducing the concept of consuming packaged edible oil with better quality assurance.

The range of consumer packs cooking oil marketed under the Arawana brand is manufactured strictly according to international



standards. The edible oil will undergo degumming, neutralising, bleaching, de-odorising and refining, which removes all harmful impurities whilst retaining the nutritional content. The automated and fully self-containing processes of extraction, refining and packaging employ equipments imported from Germany and Italy.

Kerry Oils & Grains (China) Ltd (“Kerry Oils & Grains”) is the investment vehicle for oils and grains business of the Kerry Group in China. Since its inception, Kerry Oils & Grains Group of companies has been one of the largest suppliers of oils and grains products in China. The wide range of consumer packs products covering blended oil, refined soybean/rapeseed oil, peanut oil, sunflower seed oil, corn oil and sesame oil manufactured by plants under Kerry Oils & Grains Group are marketed under 16 brands, of which the flagship brand, Arawana, has become extremely prominent in the edible oil industry. The other well-known brands are “Golden Carp”,

“Gold Ingots”, “Orchid” and “Wonderfarm”. In addition, “Gold Ingots” brand rice, “Flower Drum” and “Gold Ingots” brand flour, “Neptune” brand oils for hotel and catering business are all part of the wide range of products supplied under the Kerry Oils & Grains Group.

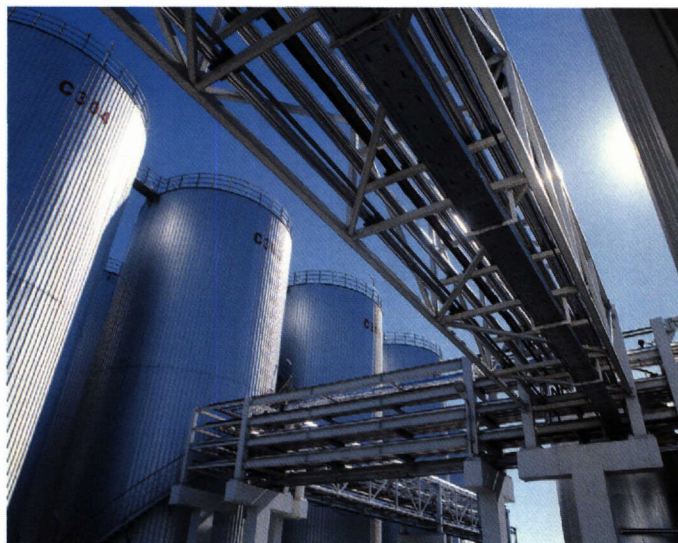
The Kerry Group is a renowned Asian multinational conglomerate with wide ranging businesses in various sectors such as real estates, hotels, beverage, shipping, media, logistics, oils and grains. The well-known businesses under the Kerry Group umbrella included Pacific Carriers Limited, Shangri La Hotels, Kerry Property, Kerry Logistics, Kerry Beverage and Kerry Oils and Grains.

Today, the 18 oils & grains processing plants invested by Kerry Oils & Grains formed a large scale and strategically positioned production network throughout China.

Kerry Oils & Grains Business Development (Shenzhen) Co., Ltd (“KOGBD”) was set up in 1998 to provide centralized market development and sales administration for consumer packs oil, specialty fats and other products supplied by the Kerry Oils & Grains Group of companies. Today, KOGBD has 8 branches, 39 representative offices and over 600 distributors in some 400 large and mid-sized cities across China.

Kerry Oils & Grains Group consists of a list of companies which include:

- Southseas Oils & Fats Industrial (Chiwan) Ltd
- Shenzhen Southseas Grains Industries Ltd
- Tianjin Kerry Oils & Grains Industrial Co., Ltd
- Qingdao Kerry Vegetable Oils Co., Ltd
- Shanghai Kerry Oils & Grains Industrial Co., Ltd
- Shenzhen Nantian Oilmills Co., Ltd
- Xian Kerry Oils & Fats Industrial Ltd



- Fangcheng Port New Ocean Oils & Fats Industrial Ltd
- Yingkou Bohai Oils and Fats Industrial Ltd
- Kerry Oils & Grains Business Development (Shenzhen) Co., Ltd
- Shenzhen Kerry Oils & Grains Co., Ltd
- Qingdao Kerry Peanut Oil Co., Ltd
- Taixing Kerry Grains Industrial Co. Ltd.
- Southseas Speciality Fats Industrial (Shanghai) Co., Ltd
- Shanghai Kerry Food Industries Co., Ltd
- Kerry Oleochemical Industrial (Shanghai) Co., Ltd
- Kerry Industrial Services (Shanghai) Co., Ltd

THE PRODUCT

According to experts, nutritional value and balance are two important factors to take into consideration in the selection of edible oil.

Fatty acids such as saturated fatty acid, mono-unsaturated fatty acid and polyunsaturated fatty acid are essential nutrients for the body. The daily intake of various types of fatty acids is an important measure of whether one has balanced intake of nutrients.

Arawana second-generation blended oil, a product that conforms to the Dietary Recommended Intake of Chinese Residents, was launched in July 2002. Whilst retaining the original rich flavour and aroma of vegetable oil, the ratio of the three types of fatty acids in the said blended oil, coupled ordinary dietary intake of animal fats from other food sources, is helpful to the human body in achieving the perfect dietary intake ratio of 1:1:1 for fatty acids.

8 types of carefully selected natural vegetable oils are blended using a unique formulation to produce the Arawana second-generation blended oil that is designed to help the human body in achieving the perfect dietary intake ratio of 1:1:1 for fatty acids, and more balance nutritional intake for better health. The consumers can now benefit from the nutrients of eight different types of oil just by consuming Arawana's second-generation blended oil. Arawana second-generation blended oil pioneered the promotion of healthy consumption of edible oil in China.

RECENT DEVELOPMENTS

Selection of appropriate edible oils is becoming an important part of healthy lifestyle for the consumers that are becoming more health conscious. Backed by strong resources, the



constant introduction of new edible oil products with a variety of unique health properties by Arawana has generated wave after wave of consumption trends for healthy edible oils.

Europe and Americas hold the lion's share in the world's production and sale of corn oil. In particular, the United States of America has a long history of corn oil production, where corn has been the second largest source of edible oil after soybean as early as 1992. On the other hand, corn oil production and consumption in China is still in its infancy. Since the introduction of Arawana



corn oil a few years ago, consumers are beginning to accept this type of edible oil with higher nutritional value. The introduction of Arawana corn oil has pushed the consumer's concept of healthy edible oil to the next level and corn oil has since become the latest favorite of the consumers.

In addition, the introduction of other new high-end and healthy edible oils such as sunflower seed oil, that is high in oleic acid, and camelia oil, that offers the richness of authentic oriental flavour, produced by Arawana has not only added variety to the lifestyles of the Chinese consumers by offering more and better choices, but has also reinforced Arawana's position as the trend-setter in healthy consumption of edible oil. These

healthy and popular edible oils will satisfy the nutritional needs of the body without sacrificing flavour in the food.

PROMOTION

In building brand identity, Arawana has invested heavily in a program aimed at transforming the traditional consumption habits of the Chinese consumers. To regularize the edible oil market, raise awareness in the society on healthy consumption of edible oils and convert bulk oil users to consumer packs, Arawana organised activities that promoted the notion of "healthy and safe oil". After more than ten years of promotional effort, coupled with active participation in various charitable activities for social courses, the image of Arawana brand has now been associated with warmth and compassion.



BRAND VALUES

From the first refinery, Southseas Oils & Fats Industrial (Chiwan) Ltd, to the 8 refineries today; from sales volume of 3,000 metric tons in 1991 to 1 million metric tons in 2003, and occupying 32% market share, Arawana has become the undisputed leading edible oil brand in China. Throughout the past 10 years of China's rapid economic growth, Arawana has entered and progressed together with the Chinese households and pioneered the concept of healthy edible oil. Today, the "warm Arawana family" jingle conveying "health and harmony" has permeated the households across China.

The coverage of Arawana's distribution network of 600 dealers has reached every important parts of mainland China. The comprehensive distribution network coupled with strategically situation production base of the Kerry Oils and Grains ensures that the consumers receive thorough and attentive service.



THINGS YOU DIDN'T KNOW ABOUT ARAWANA

- From 3,000 metric tons in 1991, sales volume of Arawana reached 1 million metric tons in 2003
- Arawana revolutionised the edible oil industry in 1990 by introducing the first consumer packs when Chinese were still consuming bulk edible oil