



DEL MONTE PACIFIC LIMITED

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Contact:

Jennifer Luy

Tel: (65) 6324 6822

jluy@delmontepacific.com

DEL MONTE PACIFIC'S FIRST QUARTER 2010 RESULTS

- Sales grew 9% due to fresh and processed pineapple exports and S&W sales
- Net loss position due to higher costs for raw materials, A&P and selling expenses
- Implementing new measures to lower product costs and operating expenses
- Second half expected to return to profitability

Singapore, 28 April 2010 – Singapore Exchange Mainboard-listed Del Monte Pacific Limited (Bloomberg: DELM SP, Reuters: DMPL.SI) today announced a net loss of US\$0.9 million for the first quarter of 2010 compared to a net profit of US\$4.1 million in the same period last year primarily due to higher raw material costs, and higher advertising, promotion and selling expenses.

Key drivers of costs, which increased by US\$4.5 million in the quarter, were sugar, which more than doubled vs year ago, and pineapple production costs which were affected by higher input costs and lower supply.

Advertising, promotion and selling expenses were deliberately increased by US\$2.3 million to support new product launches and improve market coverage. As a percentage of sales, these expenses increased to 9% from 6% in the prior year quarter.

“We are taking robust measures to deal with the higher costs and, while first half 2010 profits will be lower compared to that of the same period last year, we expect improvement in the second half performance,” said Mr. Joselito D. Campos, Jr., Managing Director and CEO of DMPL.

To mitigate high sugar costs, the Company is increasing usage of natural sugar recovered from pineapple and utilising alternative natural sweeteners. At the same time, the sugar content in certain

products is being reduced for a healthier offering. The Company is also reviewing the potential of sourcing lower cost products from affiliate companies. Cost containment measures, including fixed cost management, and business building initiatives are expected to restore profitability in the second half of the year.

Notwithstanding the net loss position, there were still positive developments in the first quarter. Sales grew by 9% to US\$65.9 million from US\$60.4 million in the prior year quarter due to higher turnover of fresh and processed pineapple exports and S&W products.

Fresh fruit sales registered remarkable growth vs last year, growing more than three-fold on the back of higher volume and better prices. Sales of S&W processed products continued their growth momentum this quarter, growing 40% vs prior year quarter, primarily driven by the strong performance in Singapore and Hong Kong. There were increased listings and better presence in major retailer chain stores in Singapore. In Hong Kong, there was more focus on the tropical fruit range with better in-store presence supported by print advertising.

Sales in the Philippines grew marginally by 2% as higher sales of culinary products led by the new “Sandosenang Sarap” seasoning mix and Del Monte Salad Cream helped offset declines in other categories. The beverage segment was flat as high sales in other juices offset softening Del Monte Fit ‘n Right juice drink sales as the latter continues to face aggressive competition in the market. This is being addressed with a new campaign to be launched soon.

For the quarter, the Group recognised a share of loss in FieldFresh India of US\$0.9 million, which is slightly higher than the US\$0.8 million recognised in the same period last year due to business building activities. Del Monte products are now in 15,000 outlets in 25 cities in India. Two new exciting products were launched recently – Del Monte Zingo and Twango. These sauces offer two twists on ketchup suited to favourite Indian and Asian snacks such as samosas, pakoras and kebabs. Zingo combines red chillies, red bell pepper, garlic and ginger, while Twango is a blend of pineapple and tomato.

“We have also put in place programs to improve our productivity,” commented Mr. Campos, Jr. As announced in March, a Plantation Oversight Committee has been formed to oversee the streamlining of current procedures, introduce up-to-date methods and upgrade the Company’s agricultural practices. The Committee comprises experienced agricultural and management experts. Due to the long growing cycle of pineapple, the Company expects to reap the full benefits of these measures in 2011.

Mr. Campos said “We remain encouraged by the continued progress of the S&W brand in the region, the Del Monte brand in India through the joint venture FieldFresh and the robust performance of our fresh business. Going forward, we remain focused on developing and growing our key branded businesses in the Philippines, India and the rest of Asia.”

About Del Monte Pacific Limited (www.delmontepacific.com)

Listed on the Mainboard of the Singapore Exchange, Del Monte Pacific Limited (Bloomberg: DELM SP/ Reuters: DMPL.SI) is a group of companies that cater to today’s consumer needs for premium quality, healthy food and beverage products. It innovates, produces, markets and distributes its products worldwide.

The Group owns the Del Monte brand in the Philippines and enjoys leading market shares for canned pineapple juice and juice drinks, canned pineapple and tropical mixed fruits, tomato sauce, spaghetti sauce and tomato ketchup.

Del Monte Pacific also owns another premium brand, S&W, globally except the Americas, Australia and New Zealand. As with the Del Monte brand, the S&W brand originated in the USA in the 1890s as a producer and marketer of premium quality processed fruit and vegetable product.

In India, the Group owns 45% of FieldFresh Foods Private Limited (www.fieldfreshfoods.in). FieldFresh markets Del Monte-branded processed products in the domestic market and FieldFresh-branded fresh fruits and vegetables globally and in the domestic market. Del Monte Pacific’s partner in FieldFresh India is the well-respected Bharti Enterprises.

Del Monte Pacific holds the exclusive rights to produce and distribute food and beverage products under the Del Monte brand in the Indian subcontinent.

With its 20,000-hectare contiguous pineapple plantation in the Philippines, 700,000-ton processing capacity and a port beside the Cannery, Del Monte Pacific operates the world’s largest fully-integrated pineapple operation. It is proud of its long heritage of more than 80 years of pineapple growing and processing. It has long-term supply agreements with other Del Monte trademark owners and licensees around the world.

Del Monte Pacific and its subsidiaries are not affiliated with other Del Monte companies in the world, namely, Del Monte Foods Co. (USA), Fresh Del Monte Produce Inc. (USA), Del Monte Asia Pte. Ltd. and these companies’ parent or subsidiaries.

Del Monte Pacific is 78.5%-owned by NutriAsia Pacific Ltd (NPL) (www.nutriasia.com). NPL is owned by the NutriAsia Group of Companies which is in turn majority-owned by the Campos family of the Philippines. The NutriAsia Group is the market leader in the liquid condiments, specialty sauces and cooking oil market in the Philippines.

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