



## PRESS RELEASE

### JAPFA LTD

391B Orchard Road, #18-08, Ngee Ann City Tower B, Singapore 238874  
Tel: (65) 6735 0031 Fax: (65) 6735 4465  
Company Registration No: 200819599W

## **Japfa launches TOBA TILAPIA at FairPrice Singapore and promotes Lake Toba tourism**

**Singapore, 7 June 2024** – Leading industrialised agri-food company Japfa Ltd (“Japfa” or, together with its subsidiaries, the “Group”) is pleased to announce the launch of its premium TOBA TILAPIA fish at FairPrice, the leading supermarket retailer in Singapore. Cultivated in the pristine waters of Lake Toba, North Sumatra, TOBA TILAPIA holds international certifications for sustainability, food safety and social responsibility. Singapore consumers and families can now enjoy TOBA TILAPIA products, namely White Fish Fillets and White Fish Loins, available across major FairPrice outlets islandwide.

With TOBA TILAPIA, Japfa delivers premium products that not only delight the palate but also provide a healthy protein option to consumers, reaffirming our commitment to contribute to Singapore’s food security strategy. As a leading agri-food company, with more than 50 years of experience in producing staple proteins in Asia, Japfa is well-equipped to meet Singapore demand and standards for protein foods on the strength of our attention to quality and a vertically integrated business model, which provides food traceability from farm to table.

The presence of TOBA TILAPIA products at FairPrice supermarkets underscores the quality of Japfa’s products. Beyond Singapore, our fishery products are also exported to the USA, Canada, and several other countries across Europe and Asia.

The launch of TOBA TILAPIA in Singapore was welcomed by the Deputy Chief of Mission of the Embassy of the Republic of Indonesia to Singapore, Mr. Sulistijo Djati Ismojo, accompanied by the Trade Attaché of Indonesia to Singapore, Mr. Billy Anugrah, together with Mr. Renaldo Santosa, Executive Director and Head of Strategic Projects of Japfa Ltd, Mr. Hendrick Kolonas, Non-Executive Director of Japfa Ltd, and representatives of FairPrice top management at FairPrice Joo Koon.

**Mr. Sulistijo Djati Ismojo, Deputy Chief of Mission of the Embassy of the Republic of Indonesia to Singapore**, highlighted “The entry of TOBA TILAPIA into the markets of Singapore and other international countries underscores the quality and standards upheld by Indonesian fishery products at global level, and the presence of TOBA TILAPIA at FairPrice is a tangible step towards a cohesive cooperation between Indonesia and Singapore towards a more resilient food supply chain”.

**Mr. Renaldo Santosa, Executive Director and Head of Strategic Projects of Japfa Ltd**, said “By introducing TOBA TILAPIA to Singapore, Japfa provides consumers with a sustainable protein, traceable from farm to table, and contributes to Singapore food security strategy. With this launch, we also support the local communities around Lake Toba through tourism promotion efforts, fostering positive outcomes for all stakeholders. We thank all the

parties involved for making this project a reality and look forward to further expanding our contribution to provide Singapore consumers with nutritious protein foods”.

### **Promoting Lake Toba tourism**

The export of TOBA TILAPIA is also a collaborative effort between Japfa and Indonesia’s authorities to promote tourism in the beautiful Lake Toba region, North Sumatra. As such, we integrate information about Lake Toba tourism through promotional materials distributed throughout the FairPrice network. This initiative aims at generating interest among Singaporeans to visit Lake Toba and reflects Japfa’s commitment and tangible efforts to collaborate with the tourism industry to support the areas where we operate. Our presence at Lake Toba strives not only to benefit the local community but also to create a multiplier effect for all stakeholders.

Lake Toba was recognised as a UNESCO’s Global Geopark in July 2020. Formed by a volcanic eruption that occurred 74,000 years ago, and the largest known eruption in the last 25 million years, Lake Toba is the world’s largest volcanic lake. Spanning approximately 100 kilometres in length and 30 kilometres in width, with a depth exceeding 505 meters and an elevation of about 900 meters above sea level.

### **Attention to quality, freshness and sustainability**

TOBA TILAPIA uses tilapia (tilapia) fishes, which are cultivated naturally in the pristine waters of Lake Toba, through an integrated system from feed (upstream) to processing (downstream). Rigorous supervision throughout the production chain ensures premium quality tilapia fish, with sustainable cultivation practices, environmentally friendly feed formulated without fishmeal, and hygienic production processes. TOBA TILAPIA fishes are raised without antibiotics.

These standards are underscored by several world-class certifications, including: ASC-Aquaculture Stewardship Council, BRCGS Food Safety Global Standard, BAP-Best Aquaculture Practices, OU-Kosher, MUI Halal, and SMETA-Sedex Member Ethical Trade Auditing.

TOBA TILAPIA fishes are cultivated and processed by PT Suri Tani Pemuka (STP), a subsidiary of PT Japfa Comfeed Indonesia Tbk, which in turn is a subsidiary of Japfa Ltd.

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### **About Japfa Ltd**

Headquartered in Singapore, Japfa Ltd is a leading vertically integrated agri-food company listed on the SGX Main Board since 2014. Established in 1971, the Group has grown into one of Asia’s leading low-cost producers of protein staples including poultry, swine and aquaculture as well as protein-based consumer products across fast-growing emerging Asian economies such as Indonesia, Vietnam, India, Myanmar and Bangladesh. Japfa embraces an integrated industrial approach to livestock and food production across the value chain. Its operations span from Feed & Breeding (upstream), Fattening (midstream) and Processing and Distribution (downstream).

For more information, please visit [www.japfa.com](http://www.japfa.com)

### **About STP**

PT Suri Tani Pemuka is a subsidiary of PT Japfa Comfeed Indonesia Tbk which focuses on the integration of aquaculture. Founded in 1987, STP has a shrimp and fish feed factory, shrimp and fish hatchery and rearing as well as a seafood processing factory. With the vision of becoming a "Total Solution Company in the Aquaculture Industry", STP prioritises responsible and sustainable aquaculture for customers and the aquaculture industry in Indonesia.

For more information on Toba Tilapia, please visit: <https://tobatilapia.com/>

### **Contacts**

#### **Japfa Investor Relations and Corporate Communications**

Tel. +65 67350031

Email: [investorcontact@japfa.com](mailto:investorcontact@japfa.com)

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