



## **MEDIA RELEASE**

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### **Solid 2010 financial performance attributed to innovation**

Leading Australian branded food business, SunRice, today attributed its solid financial performance for 2010 to its continued focus on product and marketing innovation, underpinned by global sourcing activities and cost management.

Addressing shareholders at the SunRice Annual General Meeting in Jerilderie, Chairman, Mr. Gerry Lawson said that, as expected, the business had returned to more normal levels of financial performance following the extraordinary global rice price cycle that delivered last year's one-off record profit.

"Softening commodity prices, weaker global demand, the volatile Australian dollar and continuing drought conditions were ever-present in our 2010 operating environment," he said.

"Against this backdrop, our company delivered consolidated revenue of \$817 million – just 9% lower than last year's result. Net profit after tax was \$11.7 million – markedly lower than the \$76.8 million recorded in 2009, but again in line with the results achieved in previous years."

Mr Lawson said despite another drought impacted crop, a medium grain paddy price of \$550 per tonne was paid for the 2009 crop – the highest return in SunRice's 60 year history.

"Given the circumstances, these are outstanding results. Accordingly, the Board was delighted to be able to pay shareholders another fully franked dividend of 22.5 cents per B Class Share," he said.

Chief Executive Officer Gary Helou pointed to product and marketing innovation, global sourcing activities and cost management as key contributors to the full year results. He told shareholders more than 30 new products were launched to market in 2010, two of which went on to win their respective categories in Australia's 2010 Product of the Year Awards.

"Our results reflect the output of strategies that are framed along four drivers: expanding our rice food business, investment in global brands, effective global sourcing and ongoing cost reductions," said Mr Helou.

"SunRice remains one the most exciting food businesses in Australia. We expect our rice-foods innovation to continue to drive strong growth across the ready-to-eat meals, rice snacks and microwave rice categories over the next 12 months. Our investment in international consumer brands and global processing facilities will also support our entry into new overseas markets in these evolving categories."

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#### **About SunRice**

Ricegrowers Limited, now trading as SunRice, is Australia's leading branded rice food company, with products marketed in more than 60 countries around the globe. SunRice has annual sales of approximately AUD800 million.