

20 August 2013

## **BYTE POWER GROUP ESTABLISHES WINE POWER SINGAPORE**

Distribution and trading company, Byte Power Group Limited (ASX: BPG) ("Byte Power"), today announced that it has strengthened its wine sales and distribution by establishing a new distribution platform for a number of markets across South-East Asia, initially for Singapore and Myanmar in particular.

Byte Power, through new subsidiary Wine Power Pte Limited ("Wine Power Singapore"), has gained access to a range of well recognised and highly sought after wines, including prestigious labels such as Penfolds, Wolf Blass, Wynns Coonawarra Estate, Rosemount Estate, Lindeman's and Saltram to name a few.

This newly established distribution platform in Singapore complements Byte Power's existing wine subsidiary, Wine Power Pty Ltd ("Wine Power"), which already distributes the company's own '8 Eagles' range of wines from the Barossa, South Australia into the Asian market. The company is currently supplying wines to large corporations throughout Asia, and these new premium lines will provide the company with further growth opportunities in new markets and across a greater range of price points.

Last financial year, Byte Power has achieved 292% growth in revenue, which was partially contributed by the wine distribution business. With the broader range of Australian wine labels under the Wine Power portfolio, the wine business is expected to achieve its growth rate in excess of 200% in the first half of this financial year compared to the same period last financial year.

Mr Alvin Phua, Chairman and CEO of Byte Power commented: "This is a significant milestone for Byte Power, and gives us a major wine trading opportunity in Southeast Asia across a number of mature and growing markets. Myanmar is a largely untapped market that offers significant upside potential, whilst Singapore's wealthy population and increasingly wine savvy consumer market has steady sophisticated demand."

The company continues to focus on growing its wine distribution businesses across new brands and developing new markets.

### **About Byte Power Group**

Byte Power Group Limited is a diversified business group focusing on distribution and trading businesses with operations in Australia and Asia.

The Byte Power Group includes a number of related subsidiaries overseas as well as in Australia which includes Wine Power Pty Ltd, Byte Power Pty Ltd, Power Tech Systems Pty Ltd, Byte Power (HK) Limited, Wine Power Pte Ltd, Byte Power (Chongqing) Information Technology Ltd and Byte Power Pte Ltd.

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In February 2012, Byte Power set up the Asian Business Division and began exporting premium Australian wines into China, Hong Kong and other Asian countries. Wine Power Pty Ltd was later established as a subsidiary of the Group to cater for the growth of the wine business.

Through existing corporate networks of the Group and wine tasting events organised in the past, management of the Group has acquired in-depth knowledge such as tastes and preferences of general Asian consumers, acceptable price range and packaging preferences in Asia.

With this acquired knowledge, Wine Power Pty Ltd has developed its existing '8 Eagles' range of wines to cater for the target markets' palates and is poised to create more suitable branding into Singapore, Myanmar, Malaysia, Vietnam, Japan, Korea, Hong Kong and China.

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