SUPERIOR MULTI-PACKAGING LIMITED

Company Registration No.: 197902249R

RESPONSE TO SGX-ST'S QUERY REGARDING TRADING ACTIVITY

The board of directors (the "Board") of Superior Multi-Packaging Limited (the "Company") refers to the query from the Singapore Exchange Securities Trading Limited (the "SGX-ST") on 6 July 2012 and wishes to respond to the queries as follows:

Question 1: Are you aware of any information not previously announced concerning you (the issuer), your subsidiaries or associated companies which, if known, might explain the trading activity?

Company's Response:

The Company announced on 29 June 2012 that the Company was in preliminary exploratory discussions with a party on an initiative involving the shares of the Company, which may or may not lead to an offer being made for the Company.

Save for the announcement made by the Company on 29 June 2012, the Company is not aware of any information not previously announced concerning itself, its subsidiaries or associated companies which, if known, might explain the trading activity.

Question 2: Are you aware of any other possible explanation for the trading?

Company's Response:

The Company is not aware of any other possible explanation for the trading activity.

Question 3: Can you confirm your compliance with the listing rules and, in particular, listing rule 703?

Company's Response:

The Company confirms that it is in compliance with the listing rules of SGX-ST, in particular, Rule 703 regarding the disclosure of material information.

By Order of the Board Wang Gee Hock Executive Director 6 July 2012