



- **News** : CP Foods unveils 'RE-IMAGINE THE FUTURE FOOD' innovations at THAIFEX-ANUGA ASIA 2023
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CP Foods unveils 'RE-IMAGINE THE FUTURE FOOD' innovations at THAIFEX-ANUGA ASIA 2023

Source : www.khaosodenglish.com, 23 May 2023



Charoen Pokphand Foods Public Company Limited (CP Foods) is set to redefine the future of food at the prestigious THAIFEX – Anuga Asia 2023, to be arranged on 23-27 May 2023 in Bangkok. The Thai food industry leader is showcasing its innovative food products under the theme 'RE-IMAGINE THE FUTURE FOOD'. This concept encapsulates the company's commitment to sustainable consumption and food security, with a focus on socially and environmentally friendly production methods.

Among the products on display is the award-winning black pepper chicken breast sausage "CP FI-IT", which is awarded the Food Innovation Award at the THAIFEX – Anuga Taste Innovation Show 2023. Also featured is a range of plant-based meats from the MEAT ZERO brand, Benja Chicken – Cheeva Pork from U FARM, and fresh chicken, duck, pork, and egg products from the CP SELECTION line, fortified with Probiotic Plus innovation.

CP Foods' exhibit is organized into six key areas:

1. A curated selection of import-export food products from across the globe, including CP-Uoriki, a joint venture product with Japan's leading fresh fish distribution company, Uoriki.
2. U FARM's fresh products like "Benja Chicken" and "Cheeva Pork", known for their omega-3 rich, natural diet, and antibiotic-free, alongside CP SELECTION's chemical-free chicken, pork, and eggs enhanced with innovative Probiotic Plus.
3. MEAT ZERO's plant-based meat products, a winner of the Best Food Innovation Award at the THAIFEX – Anuga Taste Innovation Show 2022, and recipients of the World's Best Taste Award 2021-2022 from Belgium.

4. Award-winning ready-to-eat food products including the BKP Crispy Smoked Chicken Frank Sausage, CP Chicken Frank Sausage, and Chili Chicken Frank Sausage, honored as the best world-class food taste in 2023.

5. Healthy food and beverage products under the INNOWENESS brand, featuring Nutrimax chicken soup with pumpkin and eggs and Fito Puree dietary supplements, a mix of fruit and vegetable juices with vitamins.

6. COOKING HELPER by CP Brand, offering a variety of sauces to simplify cooking, featuring the new product “Pandan Custard”, a delicious, aromatic condiment made from 100% natural pandan leaf and coconut sugar.

In line with its vision of becoming the “Kitchen of the World”, CP Foods is committed to providing consumers worldwide with access to safe, quality food that meets international standards and promotes health, while upholding social and environmental responsibility.

Karavan, C.P. Vietnam enter strategic partnership

Source : Karavan, C.P. Vietnam enter strategic partnership (vietnamnews.vn), 25 May 2023



Karavan B2B E-commerce Platform and C.P. Vietnam Corporation have entered a strategic partnership to expand the latter’s product portfolio (ambient products, frozen and fresh foods) to general trade and Hotel-Restaurant-Catering/Cafe/Canteen (HORECA) segments in Viet Nam via Karavan’s centralized platform.

They officially held a ceremony to announce the partnership on May 16 in HCM City.

It marks long-term cooperation between the two as they embark on a journey to revolutionise the country’s retail industry, with Karavan’s superior and efficient supply chain technology and C.P.’s complete range of food products.

Karavan’s centralised platform connects brands directly to small- and medium-sized merchants in key cities like HCM City, Ha Noi and Da Nang, and nearby provinces.

While B2B e-commerce is relatively new in Viet Nam, the sector offers abundant growth opportunities since the retail landscape in the country continues to be dominated by traditional (unorganised) channels such as local wet markets and mom-and-pop shops.

The supply chain is very fragmented with relatively low levels of digitization.

Understanding the market needs and potential, Karavan has entered into a strategic partnership with C.P. Vietnam to deliver ambient products, frozen and fresh foods from C.P. Vietnam to the traditional trade and HORECA segments in the country.

Karavan's aspiration is to digitize and streamline the traditional retail supply chain through its one-stop sourcing platform, connecting fast-moving consumer goods (FMCG) brands and food suppliers directly with SME businesses, including mom-and-pop shops, cafes, hotels, restaurants, and caterers.

The cooperation will in turn enable C.P. Vietnam to expand its customer base, tapping into Karavan's ready-to-scale network of some 200,000 merchants nationwide.

Pawin Sriusvagool, founder and CEO of Karavan, said his company has a vision of becoming the top B2B marketplace platform in Viet Nam.

It wants to be a platform that connects FMCG brands and food suppliers with small business owners, he said. "We aspire to empower our merchants with superior supply chain technology, allowing our customers to purchase products cheaper with faster and reliable services."

In addition, its merchants could make payments digitally via QR codes and can use POS machines to improve operations.

Montri Suwanposri, president of C.P. Vietnam, said his company appreciated Karavan for leveraging the power of technology with its B2B e-commerce platform to help connect reputed brands directly with SME businesses, providing B2B e-commerce solutions.

"We believe in Karavan's ability and vision, and expect Karavan to accelerate C.P. Vietnam's development of food distribution, support small and medium-sized enterprises, and take C.P. Vietnam's processed foods closer to end-consumers."

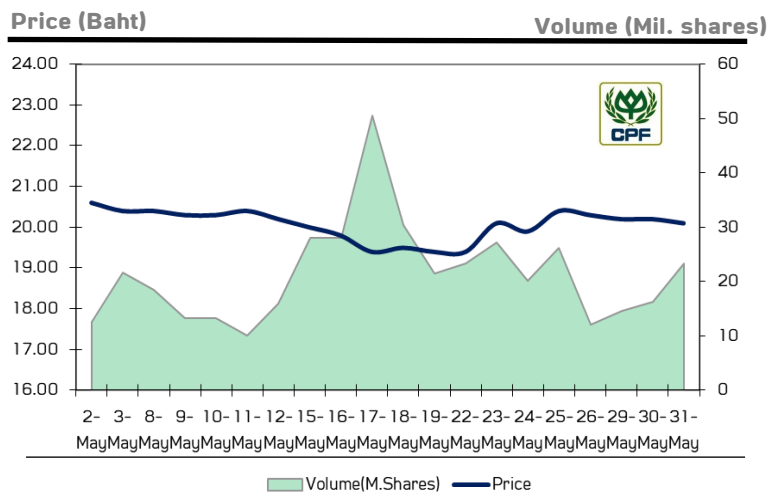
The collaboration between C.P. Vietnam and Karavan not only creates great synergistic values for both businesses, but also benefits small and medium enterprises and end-consumers, he said.

C.P. Vietnam, a subsidiary of the Charoen Pokphand Group founded in 1921 in Thailand, was established in 1988 as a fully integrated agro-industrial and food business.

Founded in 2021, Karavan strives to maximise value for small enterprises by providing a one-stop sourcing platform and empowering merchants with QR payments, point-of-sale systems, mobile top-up, financing, group buy programmes, and loyalty schemes. It has achieved impressive growth in the past 12 months, partnering with major FMCG suppliers, and has grown 20 percent month-on-month in gross merchandise value since establishment.

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Price Performances: CPF



May 2023	
Highest Price	20.60
Lowest Price	19.10
Closed Price	20.10
Average Volume/Day (Shares)	21,315,600

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