



Monthly Newsletter

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CP Foods launches “MEAT ZERO” overseas for the first time, starting in Singapore and Hong Kong

Source : [kaohoon](#), 19 Nov 21



Charoen Pokphand Foods PCL. (CP Foods) launched “MEAT ZERO”, Thailand’s bestselling plant-based brand, in Singapore and Hong Kong. This is the first time it is officially available in international markets.

CP Foods’ CEO Prasit Boondoungprasert says the company sees opportunity in meatless meals, with the number of vegans, vegetarians and flexitarians altogether constituting about 29% of the global population. Meanwhile, Vegans and flexitarians are accounted for around 40% of Hong Kong population. However, while there are already meatless options in the market, most of them are pricey and lack of variety.

The brand* aims to become no.1 plant-based brand in Asia within 3 years. CP Foods also plans to export the plant-based products to North America, Europe and other markets later on.

“MEAT ZERO’s affordable price point will make this lifestyle more accessible to those who are looking to adopt a sustainable diet. The incredible taste will also convert sceptics.” says Mr. Prasit

It took more than three years to produce the plant-based meat products and 2,000 experiments helmed by hundreds of researchers and teams from CP Foods Food Research and Development Centre. MEAT ZERO partnered with Fuji Oil from Japan, a world-class plant-based products company, as well as experts from the U.S and Taiwan to develop PLANT-TEC innovation.

The innovation makes the nutritious brand is as tasty as real meat and consumers are barely able to tell if they are eating plants or real meats, and it contains health nutrition from high fiber plant-based protein, which is good for intestine and bowel, and low cholesterol.

The brand enjoys success at its home country. Over 4 million packs were sold in Thailand since launched in May this year. It also won BEST PLANT-BASED BRANDING from Root The Future Plant-Based Food Awards 2021.

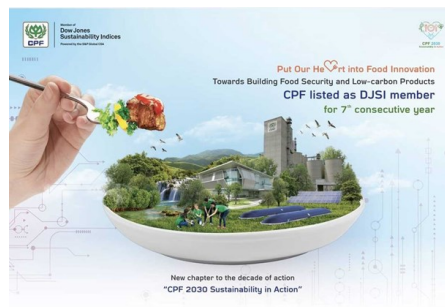
In Singapore, CP Foods’ MEAT ZERO is available at Cold Storage, NTUC FairPrice, FairPrice Online, RedMart, Amazon, Caltex, SPC and Sinopac Petrol Kiosks. In Hong Kong, it is available at WELLCOME Stores, AEON Stores (Hong Kong), YATA Department Store, ABOUTHAI Stores, FRESH Stores, PANDAMART, and HKTVMALL now.

“CP Foods will pursue the path to become a full-fledged food tech company that responds to the food needs of all consumer groups,” said Mr. Prasit.



CP Foods listed in “DJSI” Dow Jones Sustainability Indices for 7th consecutive year

Source : www.bangkokpost.com, 17 Nov 21



Charoen Pokphand Foods Public Company Limited (CP Foods) has been selected as a member of Dow Jones Sustainability Indices (DJSI) 2021 in the emerging markets, for 7 years in a row and also a Top 3 in Food Products Industry through its outstanding performance in Innovation Management, Health and Nutrition and Food Loss and Food Waste. This is reflective of the company's strong professional management as responsible food producer focusing on food safety, traceable and environmentally friendly products through global standards.

Mr. Prasit Boondoungprasert, Chief Executive Officer at CP Foods, said that being listed as a member of DJSI for 7th consecutive year reflects the company's commitment as one of global leaders in food security development in line with international standards through advanced technologies and professional experiences in integrated agro-industrial business. The company adheres on good governance and social responsibility practices to ensure not only sustainable growth but also mutual benefit in all dimensions particularly economy, social and environment.

DJSI is one of the most prestigious global benchmarks for corporate sustainability assessments based on performance in economic, social and environment dimensions. CP Foods has maintained its prominence in innovation management, health and nutrition and food loss and waste, which are the company's commitments to step forward on alleviating the impacts of climate change with global community as well as upgrading sustainable consumption through innovative food for good nutrition and environmental-friendly products.

CP Foods has joined forces with its business partners to develop environmental-friendly feed meal for pig and laying hen to reduce carbon dioxide emission from animal manure with a total of 72,500 tons carbon dioxide equivalent in 2020, established one-stop-service research and development center to support customers for cooperation in design and product development to well serve with market demand such as plant-based protein under Meat Zero brand, premium pork enriched Omega-3 "Cheeva Pork".

As one of a leader to develop food security, the company also focuses on Food Loss and Food Waste reduction throughout its supply chain to reduce waste number to landfill to achieve its goal in reducing food waste in its operations and manufacturing processes to zero by 2030.

"The past two years have been a challenging time due to the COVID-19 crisis. CP Foods has rapidly adjusted its strategies to make business more agile and ensure continuity, uninterrupted food production." Mr. Prasit said, adding that the company also placed importance on workforce health and safety with strict sanitary measures.

CP Foods also recently announced a new sustainability strategy "CPF 2030 Sustainability in Action", as a guideline for business growth both in Thailand and overseas through the next nine years. The strategy is in line with the United Nations Sustainable Development Goals (SDGs) and the company's target to be a net zero carbon emissions organization by 2050. The 2030 organization sustainability goals included becoming Carbon Neutral Organization, reduce food waste from the company's production processes to zero, and purchase raw materials from sources that are 100% free from deforestation. These strategies aim to mitigate the impacts of climate change as well as planting forests and increasing green areas in the company's areas to absorb carbon dioxide.

In addition, CP Foods also steps forward on developing innovative food with high nutrition to ensure every meal serve consumer's values in terms of good health and well-being as well as create immunity with environmentally friendly. This is to ensure well support future needs and make positive impact on society and balance of nature in line with sustainable production and consumption guidelines.

CP Foods wins five Asian Excellence Awards in 2021

Source : www.nationthailand.com, 8 Nov 21



Charoen Pokphand Foods Public Company Limited (CP Foods) has won five international awards from 11th Asian Excellence Awards 2021, organized by Corporate Governance Asia magazine, the Hong Kong-based magazine dedicated to economic and corporate governance reporting. The awards demonstrated operational excellence that create food security for the consumers across the world.

Asia's Best CEO Award has been given to Mr. Prasit Boondoungprasert, Chief Executive Officer. The award reflects on the success of business management under good corporate governance, helping CP Foods to achieve sustainable growth as well as creating good returns in the long run for the organization and all stakeholders.

Asia's Best CFO Award has been given to Mr. Paisan Chirakitcharern, the company's Chief Financial Officer, from the ability to manage finances and funds effectively as well as to create added value and maximized benefits to the organization.

Asia's Best Investor Relations Professional award has been given Mrs. Kobboon Srichai, Company Secretary and head of Investor Relations Office, from outstanding role in communicating with investors.

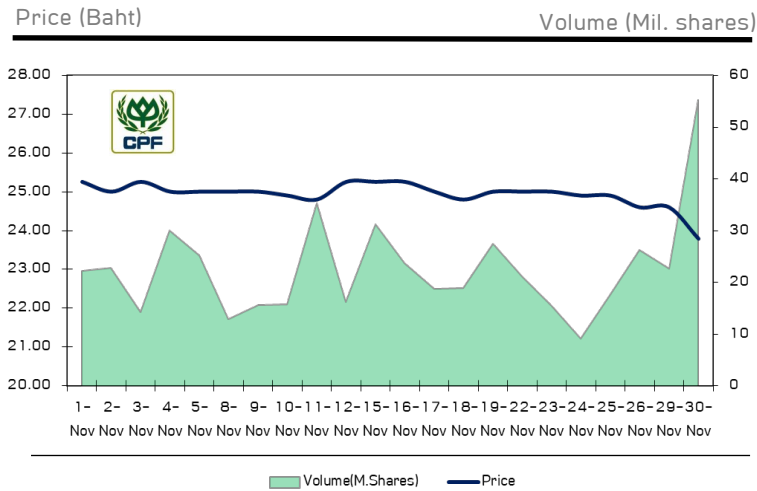
At corporate level, Best Investor Relations Company award and Best CSR Company award have been given Charoen Pokphand Foods PLC (CP Foods) for the company's transparency in disseminating information and social and environmental impacts on communities based on CP Foods' the 3 pillars towards sustainability - Food Security, Self-Sufficient Society and Balance of Nature; as well as its measures to protect employees and improve their quality of life respectively.

During the COVID-19 outbreak, CP Foods raises the highest standards of safety for employees. The company also set up a field hospital to maintain the health and safety of employees. These measures help CP Foods to feed people across the world without disruption.

Aside its business, CP Foods initiated COVID-19 relief project, CPF food from the heart against Covid-19, delivering millions of food supplies to medical personnel and vulnerable group in 500 locations nationwide.

This year, CP Foods also announced the sustainability strategy goal "CPF 2030 Sustainability in Action", emphasizing on taking action and build food security for all people on the basis of environmentally friendly production while promoting social growth and mitigate the impacts of climate change to support the United Nations Sustainable Development Goals (SDGs). The Asian Excellence Awards are presented by Corporate Governance Asia to organizations that demonstrate good corporate governance. The awards are extended to visionary leaders with excellent management acumen, financial performance, corporate social responsibility, environmental practices and investor relations.

Price Performances: CPF



November 2021	
Highest Price	25.50
Lowest Price	23.80
Closed Price	23.80
Average Volume/Day (Shares)	22,621,000

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