



Charoen Pokphand Foods Plc.

Listed on the Stock Exchange of Thailand

Monthly Newsletter

Volume 24 Issue 04– April, 2024

Member of
Dow Jones
Sustainability Indices
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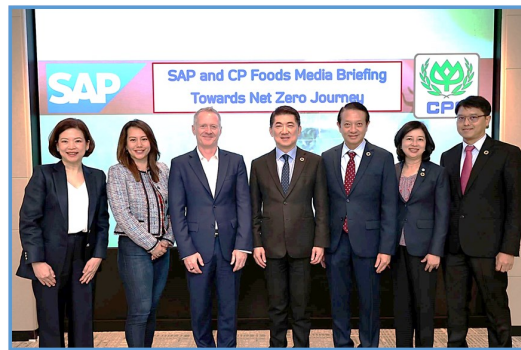


Topics

- **News** : CP Foods Selects SAP for Cloud Sustainability
 - : CP Foods Partners with New Zealand Tech Companies to Boost Workplace Safety and Environmental Sustainability
 - : Australian Beef Hits 7-Eleven Thailand: CP Foods' New Range
- **Price Performances** : CPF

CP Foods Selects SAP for Cloud Sustainability

Source: www.biztalknews.com/sustainability/cpf-sap-sustain-business/, 27th April 2024



SAP SE (NYSE : SAP) today announced Charoen Pokphand Foods Public Company Limited (“CP Foods”) has selected multiple SAP solutions to drive further growth, competitive advantage, and to ensure the sustainability of their products for the future.

A leading integrated agro-industrial and food business that is one of the world’s largest producers of feed, shrimp, poultry, and pork, CP Foods has operations in 17 countries and exports to more than 50 countries. Catering to more than 4 billion people globally, CP Foods is embarking on its next stage of digital transformation with RISE with SAP, SAP Sustainability Footprint Management, SAP Sustainability Control Tower, and SAP Environment Management, to future-proof its business and to gain strategic insight into the sustainability impact of its products, processes and infrastructure globally.

Global Net-Zero Ambitions.

In line with CP Foods’ goal of becoming the “Sustainable Kitchen of the World”, CP Foods is the first food processing company in the world with near- and long-term forests, lands, and agriculture (FLAG) sustainability targets validated by the Science-Based Targets Initiative (SBTi). By implementing SAP sustainability solutions to record, report, and act on real-time sustainability data, drive carbon accounting at both corporate and product level, CP Foods is looking to realize the company’s Net Zero goals of reducing 42% of Scope 1 and 2 emissions and 30.3% of Scope 3 by emissions 2030 - and 90% of Scope 1 and 2 emissions and 72% of Scope 3 emissions by 2050.

“Net Zero is the only solution to climate change,” noted Prasit Boondoungprasert, Chief Executive Officer of CP Foods. “It is important to us to understand and reduce our impact on the planet, so we create food that is not only safe and nutritious for people but also green and clean for the earth. Feeding our livestock, farming our food, and transporting it to people’s plates incurs emissions we have to be able to record and report. With RISE with SAP and SAP sustainability solutions, we will have insight into actual emissions automated in real-time rather than relying on manual averages, allowing us to make quick, informed, and sustainable business decisions for our operations, and for the planet.”



SAP will provide a technology foundation that will support CP Foods in complying with forthcoming carbon regulations in various markets, including the EU Carbon Border Adjustment Mechanism (EU C-BAM) and US SEC climate risk disclosures. Key to reducing CP Foods's greenhouse emission will be a focus on supply chain emissions, with emissions mostly falling under Scope 3. Working with SAP Services, YASH Technologies to harness its sustainability expertise, and building on Amazon Web Services (AWS), CPF will implement SAP sustainability solutions to record and report on its Scope 1 and 2 emissions in Thailand, and select Scope 3 (3.1 and 3.4) for its feed business in Thailand covering both FLAG and non-FLAG emissions. The next phase of implementation will extend in scope to cover operations around the world. Cloud Sustainability

Paul Marriott, President of SAP Asia Pacific & Japan, said, "Sustainability is a huge opportunity for businesses across Asia. Using RISE with SAP and our sustainability solutions, CPF is not only getting ahead of forthcoming emissions regulation, it is also future-proofing its business by using data to make more sustainable decisions. It can use those insights to drive more operational efficiencies, optimize supply chains, and differentiate its business against competitors."

CP Foods Partners with New Zealand Tech Companies to Boost Workplace Safety and Environmental Sustainability

Source : <https://mgronline.com/business/detail/967000034050> , 19th April 2024



Charoen Pokphand Foods Public Company Limited (CP Foods) has entered into a memorandum of understanding (MOU) with New Zealand's DSH Systems Limited and SEEN Safety Limited. This collaboration aims to enhance workplace safety, promote employee health, and minimize environmental impact.

The MOU was signed in the presence of New Zealand's Prime Minister, Mr. Christopher Laxon, at the National Convention Center, Sirikit. CP Foods' CEO, Prasit Boondoungprasert, joined hands with Mr. Jason Whaanga, General Manager of DSH Systems Limited, and Mr. Michael Scott, CEO of SEEN Safety Limited, for the signing.

Mr. Prasit disclosed that this partnership builds on the successful Business Matching event by New Zealand Trade & Enterprise (NZTE). It focuses on modernizing, securing, and sustaining food production processes, aligning with Thailand's ambition to be the global kitchen and New Zealand's foresight in technology (See Tomorrow First).

"CP Foods is committed to ensuring workplace safety, a core element in our process of delivering high-quality food," Mr. Prasit commented. "This MOU with two esteemed companies will bolster a safe and healthy working environment. Moreover, our meeting with the Prime Minister of New Zealand was a vital opportunity to exchange knowledge on agriculture, aiding CP Group's objective to produce healthy, fresh, clean, and safe food."

Furthermore, CP Foods plans to adopt DSH Systems' dust-reducing hopper technology in its animal feed factory to enhance operational efficiency, reduce waste, and support environmental sustainability. This technology will help curb dust dispersion during the handling and transportation of raw materials and agricultural products, thus improving workplace hygiene and worker well-being. Additionally, the company intends to install SEEN Safety's sensor technology on forklifts to enhance safety and prevent accidents effectively.

Australian Beef Hits 7-Eleven Thailand: CP Foods' New Range

Source: www.bangkokpost.com/thailand/pr/2771669, 5th April 2024



CP Foods introduces ready-to-eat Australian beef dishes across Thailand's 7-Eleven stores, promising unmatched quality and taste

In a remarkable development for meat enthusiasts across Thailand, CP Foods has announced the launch of an exclusive range of ready-to-eat dishes featuring premium Australian beef, now available in all 7-Eleven stores nationwide.

Amelia Walsh, the Senior Commerce and Investment Attaché and Commercial Counsellor Ambassador at the Australian Trade and Investment Commission (Austrade), graced the unveiling ceremony with her presence, introducing four innovative Australian beef products to the Thai market. The new lineup includes the CP brand's 'Beef Cheeseburger and Penne with Minced Beef Bolognese Sauce', as well as 'Sausage and Chilli Bologna with Chicken and Australian Beef' under the BUCHER brand. These products promise to tantalise the taste buds of beef lovers with their rich flavours and premium quality beef, now conveniently accessible at every 7-Eleven outlets in Thailand.

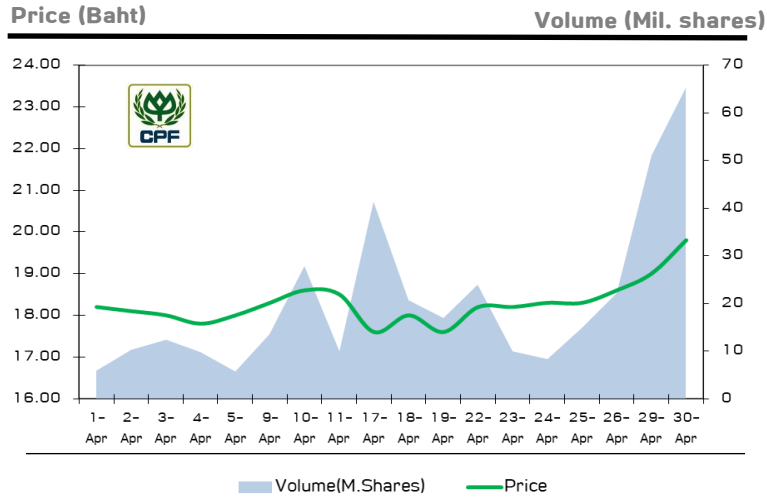
Ms. Walsh took the opportunity to highlight the exceptional quality of Australian beef, attributing its superiority to the natural and stress-free rearing methods employed by Australian farmers. She pointed out that Australia's meticulous attention to its beef supply chain, ensuring full traceability from farm to fork, is a testament to the country's commitment to quality, offering Thai consumers unparalleled assurance about the product's origin and excellence.

The collaboration between Austrade, CP Foods, and 7-Eleven has been celebrated by Ms. Walsh, who cited a survey by Meat and Livestock Australia (MLA) revealing that 78 percent of Thai consumers trust the quality of Australian beef for its distinctive taste and juiciness. This partnership aims to bring the convenience of high-quality, ready-to-eat beef dishes, such as burgers, bolognas, and sausages, to Thai consumers through the widespread network of 7-Eleven stores.

Ms. Anarkawee Chooratn, Head of Corporate Marketing at Charoen Pokphand Foods Public Company Limited (CP Foods), expressed the company's dedication to meeting consumer needs through the introduction of innovative products suitable for all ages. The launch of these four new dishes, all featuring Australian beef, underscores CP Foods' commitment to blending rich flavours with meaty aromas to satisfy the cravings of meat lovers across Thailand.

Ms. Saowaluk Danwirunhawanit, Senior General Manager at CP All Public Company Limited, announced the readiness of 7-Eleven to support entrepreneurs by offering high-quality products to their customers. The expansion of the ready-to-eat category to include a variety of meat dishes reflects the changing preferences of a new generation of consumers who demand premium meat at reasonable prices, further enhancing the convenience and quality of dining options available in Thailand's 7-Eleven stores.

Price Performances: CPF



April 2024	
Highest Price	20.30
Lowest Price	17.60
Closed Price	19.80
Average Volume/Day (Shares)	20,521,700

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