



Charoen Pokphand Foods Plc.

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Topics

- **News** : CPF Promotes the Concept "Sustainovation Behind Every Bite" at SX2025
 - : Bunge and Bangkok Produce Merchandising forge blockchain partnership for sustainable soy supply
 - : CPF Enters Functional Drink Sector
- **Price Performances** : CPF

CPF Promotes the Concept "Sustainovation Behind Every Bite " at SX2025

Source: <https://www.prachachat.net/sd-plus/news-1892137> , 27th Sep 2025



CPF presents the concept of "Sustainovation Behind Every Bite "at SX2025. Under the vision of "Kitchen of the World," which integrates technology and innovation in every step from Feed, Farm, to Food, with sustainability considered throughout the entire production supply chain.

Through interactive booth displays and a simulated journey to the polar regions, the initiative highlights climate change awareness and underscores the commitment to the mission of creating food security to support the health and well-being of all individuals.

At the opening ceremony of the SUSTAINABILITY EXPO 2025 (SX2025), the largest sustainability event in ASEAN, ML Jirapan Davivongs, Director and Deputy Secretary-General of the Chaipattana Foundation, along with Thanpuying Putrie Viravaidya, Chairperson of Mae Fah Luang Foundation under Royal Patronage, visited the CPF booth. Mr. Prasit Boondoungprasert, CEO of CPF, together with the executive team, Mr. Peerapong Krinchai, Head of Central Engineering, and Mrs. Kobboon Srichai, Head of Corporate Affairs & Investor Relations, warmly welcomed the distinguished visitors.

We cordially invite you to visit the CPF booth located in the Better Living Hall 3, 6 Floor, Queen Sirikit National Convention Center, from Friday, September 26, to Sunday, October 5, 2568. This is an opportunity to immerse yourself in a new experience featuring four innovative zones designed to take visitors on a collective journey toward sustainable global transformation. The exhibition encompasses the narrative of the Polar Bear, melting glaciers, a simulated supermarket, and a retrospective look at the origins of food, emphasizing consumer health from the initial stages.

The Crisis: The journey commences by confronting the global climate crisis through the plight of the Polar Bear on a rapidly melting iceberg. This installation aims to foster a greater awareness of the fragility of our surrounding environment before leading into an appeal—a solution for the future.

The Call: The path continues through the gradual cracking and melting of a glacier, where solutions for planetary recovery are subtly integrated into every step. Visitors will discover tangible ways in which they and everyone can take action in their daily lives.

The Choice: This segment marks the moment of decision: aiding the planet through a "simulated supermarket." Here, guests can practice selecting eco-friendly products packaged in environmentally conscious materials, alongside learning proper methods for waste separation and disposal that benefit both individuals and the world.

The Creation: The journey concludes with an Interactive Dining experience. This features miniature chefs, researchers, and animal husbandry specialists who will travel back in time to reveal the conscientious background of every dish created by CPF. It highlights the integration of sustainability innovations from the source of the ingredients to the consumer's hand.

Additionally, at the SX Food Festival zone on the LG Floor, renowned brands within the CPF network, including Five Star and Star Coffee, will offer their popular menus at exceptional, event-exclusive prices. Featured items include the Original Chicken Jaws (Chicken Roll), Chicken Wrap, Fried Chicken with Fish Sauce, Spicy Chicken Steak Rice, and Karaage Chicken Rice, accompanied by a diverse selection of hot and cold beverages.

Bunge and Bangkok Produce Merchandising forge blockchain partnership for sustainable soy supply

Source: <https://www.foodbev.com/news/>, On 17th September 2025



In a move aimed at enhancing supply chain transparency in the agricultural sector, Bunge has partnered with Bangkok Produce Merchandising Public Company Limited (BKP), a subsidiary of Charoen Pokphand Foods.,PLC (CPF).

The collaboration will seek to implement a blockchain-based traceability system for soy and soy meal sourced from Brazil, marking a pivotal advancement for sustainability in the F&B supply chain.

The newly signed Memorandum of Understanding (MoU) follows successful pilot testing of a blockchain platform designed to trace soy products. This initiative will enable BKP and its parent company, CPF, to source soy and soy meal with verified sustainability credentials for food and animal feed production across Thailand and Southeast Asia.

The partnership is expected to significantly enhance the transparency of grain value chains, connecting sustainably sourced products with an increasingly conscious consumer market.

Mr. Julio Garros, co-chief operating officer at Bunge, said: "With the blockchain platform, we are creating a direct and verifiable connection between our food production and end customers. This ensures that every link in the chain contributes to a more transparent and trustworthy future."

The pilot project, which successfully traced approximately 375,000 metric tons of soy meal, has laid the groundwork for this large-scale implementation.

Beyond traceability, Bunge and BKP are committed to collaborating on regenerative agriculture projects aimed at reducing supply chain emissions. This aligns with CPF's ambitious goal of achieving net-zero emissions by 2050.

The partnership will explore innovative solutions for system integration, enhancing visibility across agricultural commodity supply chains and fostering low-carbon initiatives.



Mr.Thiti Lujintanon, CEO of BKP, highlighted the benefits of this partnership: “Collaborating with global agriculture leaders like Bunge enhances CPF’s supply chain and ensures our competitiveness in the global market. We seek long-term growth that delivers consistent value to our customers.”

The partnership’s expansion in 2025 will also encompass comprehensive trade agreements focused on upstream operations, including the procurement of key agricultural raw materials and improvements in transportation logistics.

The blockchain technology underpinning this initiative was developed in partnership with Justoken, a Bunge Ventures portfolio company specializing in blockchain infrastructure. This collaboration is expected to further advance the capabilities of the supply chain, providing enhanced logistical support and sustainable sourcing models.

CPF Enters Functional Drink Sector: INNOWENESS Line launched to Address Brain Health and Digestive Wellness

Source : <https://www.isranews.org/141490-CPF-224.html> , 15th Sep 2025



CPF enters the 7 billion bath Functional Drink Market with the launch of INNOWENESS beverages, which support brain health and stimulate digestion. The products are now available at 7-Eleven and Lotus stores nationwide.

On September 15, 2025, Mr. Warun Sinlapasuwanchai, Director of Health & Wellness Business at Charoen Pokphand Foods Public Company Limited (CPF), revealed that CPF has continuously focused on expanding its Health & Wellness product market. Recently, The Company launched Functional Drink products, including brain-boosting beverages (Peptide shot) and digestion-stimulating beverages (Fiber shot) under the brand INNOWENESS. This brand offers a range of health food and beverages addressing various body concerns.

People are increasingly prioritizing their health while having less time to take care of themselves, making Functional Drink products highly appealing and in demand in the market. According to Nielsen data from June 2024, the market value of Functional Drink products reached as high as 7 billion bath.

CPF is committed to continuous research and development as a leading producer of food and beverages with expertise in protein nutrition (protein expert). The company is targeting the market with new products including the brain-boosting beverage (Peptide shot), which contains high amounts of short-chain peptides and free amino acids—produced through a patented process exclusive to CPF. This process is supported by research conducted in collaboration with reputable research institutions.

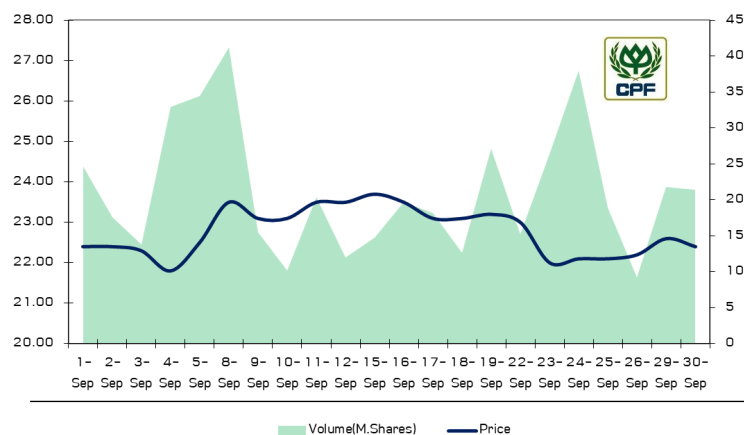
The Peptide Shot, a brain-boosting powerhouse with ten brain nutrients, is a 100 ml beverage priced at only 39 baht. Available in Mixed Berry and Yuzu Orange flavors, it is easy to drink and offers a smooth, invigorating experience. The drink contains over ten brain nutrients, such as peptides, which are short-chain proteins that can be absorbed quickly, vitamin B12, and other amino acids that help support the function of the nervous system and brain, preparing you for each new day.

The Fiber Shot, a digestion-stimulating beverage, is priced at just 35 baht for a 100 ml bottle. It comes in Prune & Blackcurrant and Lychee Yogurt flavors. Each serving contains a high dietary fiber content of 15,000 mg and inulin, which helps to add bulk to the digestive system. The drink is delicious with a fresh fruity aroma, easy to consume, and helps to balance the intestines for regular bowel movements. It is ideal for anyone who loves to maintain their health or has issues with digestion. Interested customers can purchase both products at 7-Eleven and Lotus Go Fresh stores nationwide.



Price Performances: CPF

Price (Baht) Volume (Mil. shares)



September 2025

Highest Price	23.90
Lowest Price	21.80
Closed Price	22.30
Average Volume/Day (Shares)	21,172,200

Charoen Pokphand Foods Plc.
Investor Relations Office
 15th Fl., C.P. Tower, 313 Silom Rd.
 Bangkok 10500, Thailand
 Telephone +662 638 2935
 Facsimile +662 638 2942
Email: iroffice@cpf.co.th

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