



Charoen Pokphand Foods Plc.

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CPF focal point is distribution

Bangkokpost March 15, 2011

Charoen Pokphand Foods (CPF) expects more distribution outlets and new marketing channels, especially social networks, will strongly drive the sales of its CP brand food products this year.



The company, which produces and sells more than 50 items of frozen ready meals and snacks for domestic and export markets, forecasts that its sales will reach 16 billion baht this year, a 55% rise from last year.

Of the revenue, 10 billion baht is expected from overseas markets, mainly from the US, where CP shrimp wonton soup sells briskly at 500 branches of Wal-Mart.

Local sales will grow significantly thanks to the a larger distribution network of about 10,000 branches - 5,800 outlets of 7-Eleven and the balance CPF's retail stores such as CP Freshmart, Chester's Grill, and the Five Star Chicken franchise.

Suphat Sritanatorn, CPF's senior vice-president for marketing, said that CPF planned to launch at least 13 new food products this year including chicken steak burgers that were launched yesterday.

"We hope to see at least two pieces of the new products sold at every store every day," he said. The company plans to spend 5 million baht to promote the new products.

Kitchen of the World

Besides conventional marketing, the company will beef up marketing campaigns via social networks such as Facebook and Twitter, as well as the company's website which has about 40,000 members.

It will also accelerate sports marketing by sponsoring boxing events and tennis matches.

Last year, the company concluded a 7.5-million-baht deal with a leading Thai football club, Buriram PEA, which puts the CP logo on the sleeves of its jerseys.

CPF, the food flagship of the CP Group, reported sales in 2010 of 189.04 billion baht and projected 10-15% growth in revenue this year.

CPF provided relief to southern flood victim in 6 provinces



Charoen Pokphand Foods Plc. or “CPF”, Thailand’s leading agro-industrial food conglomerate, provided relief to southern flood victim by donating fresh chickens, fresh eggs and drinking water through the Friends in Need (of “PA”) Volunteers Foundation Thai Red Cross, amounted 800,000 baht. Currently the assistance has been reached to 6 provinces including Nakhon Si Thammarat, Surat Thani, Krabi, Trang, Chumphon and Phattalung. CPF has continually supplied food and drinking water to people in the affected areas daily to ensure the freshness of food and ease the carrying stock of the Thai Red Cross Foundation. In addition to the donation of food and drinking water to the 6 provinces mentioned, CPF established the temporary assistance center for mud slide victim in Kao Panom District in Krabi and donated frozen shrimp to help victim in Talumpuk, Pakpanang District in Nakhon Si Thammarat through the Prime Minister Abhisit Vejjajiva amounted 60,000 baht.

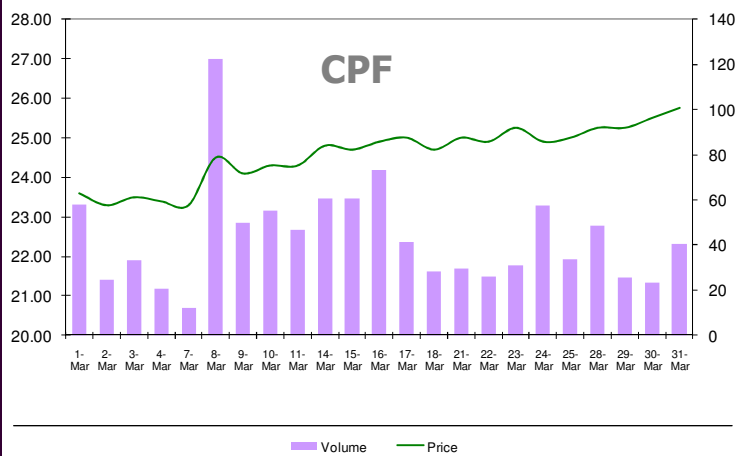
CP chicken for Japan



Prime Minister Abhisit *Vejjajiva* received 25 tonnes of cooked chicken worth 5 million baht from Adirek Sripratak (third left), Vice Chairman of *Charoen Pokphand Group* (CP) to help earthquake and tsunami victims in Japan. The presentation was made at the Government House. To date, CP has provided a total of valued at 7.5 million baht in assistance to victims of the recent natural disasters in Japan.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



March 2011	
Highest Price	25.75
Lowest Price	23.00
Closed Price	25.75
Average Volume/Day	43,600,000

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