



# Charoen Pokphand Foods Plc.

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## **CPF won SET Company CEO of the Year**



Mr. Dhanin Chearavanont, Chairman & CEO of the Charoen Pokphand Group, recently “Lifetime Achievement Award 2012 ” and Mr. Adirek Sripratak, CEO of Charoen Pokphand Foods PLC (CPF) , won “ Stock Exchange of Thailand (SET) CEO of the year Award 2012.” Representing both in accepting the awards at Bloomberg Businessweek Thailand 2012 Award ceremony held at Dusit Thani Hotel are Dr. Ajva Taulanonda Vice Chairman of Charoen Pokphand Group and Mr. Virachai Ratanabanchuen Executive Vice President of CPF , with Mr. Charnporn Jotikasthira , President of the Stock Exchange Thailand, Congratulation them.

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## **Forbes ranked CPF in the top 2000 leading global companies**

Charoen Pokphand Foods PLC (CPF) is ranked in the top 2000 leading global companies that are the biggest, most powerful in the world in 2011 according to Forbes magazine. The Forbes Global 2000 report ensures that CPF has performed successful strategies as ranked at 1,215 this year.

For several years, CPF has continued focus on its strategy to create sustainable growth by emphasizing on an expansion of food business under CP brand, market diversification, expansion of distribution channels both in Thailand and overseas and overseas expansion in high potential countries, in order to reach its vision to be the "Kitchen of the World" Forbes' ranking of the world's biggest companies based on an equal weighting of sales, profits, assets and market value to rank companies according to size. CPF is recognized as top 2000.

Apart from Thailand operations, CPF has invested in 11 countries namely Turkey, Russia, Laos, Taiwan, United Kingdom, Malaysia, India, China, the Philippines, Vietnam, and Cambodia. The company's sales representatives located in 16 countries and exported to more than 40 countries worldwide.

## **CPF adopts new business model with Korean chain**

*The Nation , May 18, 2012*

### **Company believes tie-up will help it achieve Bt10 billion exports in 5 years**

In a bid to boost chicken exports, Charoen Pokphand Foods (CPF) has formed a business partnership with E-Mart, the largest discount store chain in South Korea, as part of a five-year plan to achieve targeted export value of Bt10 billion.

One of the key business models for CPF's long-term growth, the company is considering developing such business models with other trading partners here and overseas. In addition, the strategy will also encourage the company and its partners to achieve sustainable growth by directly serving market needs.

The partnership with E-Mart is a pilot project of CPF to forge similar partnerships overseas and raise export value from Bt1 billion now to Bt10 billion by 2017.

Under the strategy, the first shipment will be exported next month, the results of which will be evident by the end of this year.

Pisit Ohmpornnuwat, executive vice president of CPF, said E-Mart had broached on this idea, which also matched CPF's business strategy that it had already implemented with its local trading partners. In addition, E-Mart offers more business opportunity to distribute ready-to-eat products and the company's frozen food category.

"It is a good business matching with CPF producing a variety of products while E-Mart is efficient in distribution and has market channels there," said Pisit. He added that all CPF product exports under the contract would be under the CP brand. CPF is also planning to launch a similar business model with trading partners in other countries.

CPF is going forward with its brand-building in the international market by accessing more retail and wholesale segment through the "CP brand". So far, the company has been one of the main suppliers of products to Cosco in the US, Woolworths and Coles in Australia, Carrefour and Auchan in France and E-Mart and Key Account in South Korea.

Pisit said such an expansion model would also serve the company's plan to change its processing line from original equipment manufacturing at more than 80 per cent and the remainder production under the "CP" brand. In addition, its total production has been distributed through three channels - industrial production 60 per cent, food service 30 per cent and the rest through retail.

"In our five-year plan, we have to focus more on ready meals to cope with consumption trend," said Pisit.

Pisit pointed out that chicken and shrimp export revenue now accounts for 20 per cent of the company's estimated sales of Bt300 billion. However, it has drawn up a plan to achieve Bt100 billion export value in the next five year.

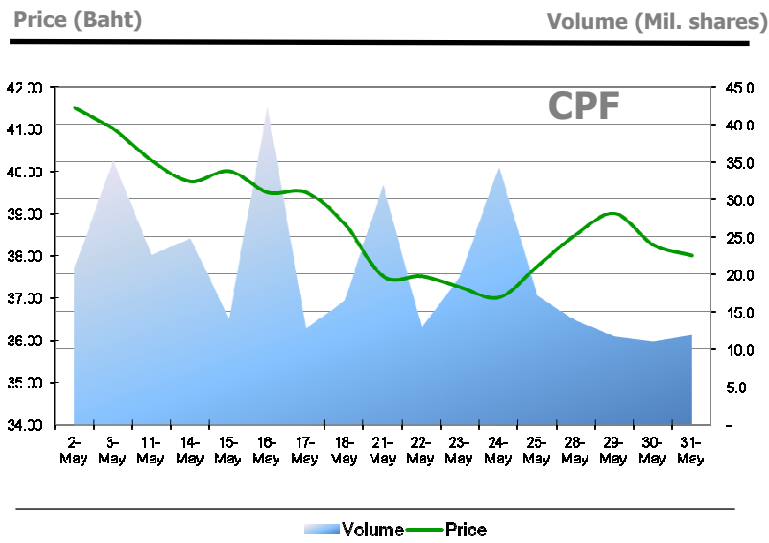
To boost exports, the company has invested Bt1.2 billion to expand its existing shrimp wonton manufacturing plant in Rayong to serve rising market demand. Its shrimp export volume is projected to increase from 53,000 tonnes to 70,000 tonnes this year, making it the world's biggest shrimp exporter as well Thailand's biggest supplier.

## C.P. received world standard of the quality management system



**C.P. Vietnam Corporation** recently received world standard of the quality management system - ISO 9001:2008, Environmental Management System - ISO 14001:2004, Food Safety Management System - ISO 22000:2005 and Preventive Management of food safety issues - HACCP Codex Alimentarius.

## Price Performances: CPF



| May 2011                           |                   |
|------------------------------------|-------------------|
| <b>Highest Price</b>               | <b>42.00</b>      |
| <b>Lowest Price</b>                | <b>36.00</b>      |
| <b>Closed Price</b>                | <b>38.00</b>      |
| <b>Average Volume/Day (Shares)</b> | <b>24,900,000</b> |

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