



# Charoen Pokphand Foods Plc.

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## Monthly Newsletter

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- **CPF News** : CPF has budgeted 700 million baht to promote food safety under brand CP and become market leader  
: CPF puts foreign projects on fast track to tap strong baht
- **Price Performances** : CPF

## **CPF has budgeted 700 million baht to promote food safety under brand CP and become market leader**

*Summarized from Prachachat Turakit , May 25-26,2013*

Charoen Pokphand Foods Plc (CPF) plans to become market leader in snack market with its sale growth to grow by 30 per cent this year.

Vittavat Tantivess, Executive Vice President Food Business Unit (Branded Products)of CPF, said of the total marketing budget,350 million baht will spend for CP's snack products to penetrate more 'Gen Y' customer group. CP Easy Snack is the company's flagship brand with more than 40 items to access snack market. More than 20 new items will be launched throughout this year.

He added that total market value of snack products reach an average of 60 billion bath per year. Of this sausages accounts for 40 billion baht, snack and others (processed chicken, sandwiches, hamburger) for 15 billion baht. CP brand shares 20% in sausages product reaches and 10% in snack and others respectively.

The company yesterday also unveiled three popular actors as its brand presenters including Boy/ Pakorn Chatborirak, Mak/PrinSuparat and Porch/Saran Sirilak to represent young generation lifestyle. They will also help promote new marketing campaign 'CP Easy Snack easy eat when hungry' together with other activities. In addition, there will have more marketing channels to ensure the brand to recognize by consumer such as social media marketing and troop event.

The company's snack products aim to capture more young generation and working people, whose lifestyle focus more on convenience, fast-cooking and ready-to-eat meals and easy to buy in convenience store.

"We plan to become market leader and number one brand in snack market," said Vittavat.

CPF is stepped further on research and development to create not only new menus but also ensure food safety. The company's strength in high quality material manufacturing and selection has also supported the CP brand to capture more market.

## CPF puts foreign projects on fast track to tap strong baht

Summarized from Bangkok Post, May 7, 2013

Driven by the strong baht, the SET-listed Charoen Pokphand Foods Plc (CPF) has accelerated its investment overseas with a series of new food projects to take advantage of cheap financing costs.



CP Snax, a food kiosk owned by CPF, was opened at the Takashimaya department store in Singapore late last year

Some projects to materialise this year include a chicken-burger production unit in the United Kingdom and the launch of ready-meals production in Australia and the United States.

"We are in talks with food packers in these two countries to process ready meals of popular Thai dishes such as Thai green curry and panang curry with rice," said Pisit Ohmpornnuwat, chief operating officer in charge of overseas trading.

For Australia, CPF wants to use local meat as raw material in making lamb green curry to be sold in the country while the company will take care of the Thai recipe and rice.

CPF projects 40 billion baht in revenue from overseas markets this year, about 10% of total sales revenue.

Major contributors to overseas sales are cooked and semi-cooked products under CP and Kitchen Joy brands and some for original equipment manufacturers (OEM).

CPF plans to sell 160,000 tonnes of processed and raw chicken meat this year, up from 100,000 tonnes in 2012.

He attributed the increase to the European Union's lift of the import ban on raw chicken meat in mid-2012. Several buyers have followed the EU's move to resume the purchases of fresh chicken from Thailand after a long pause since 2004, when Thailand's poultry industry was hit by bird flu.

Europe is a major market where the company also planned investment for cold storage in the UK. After that, it plans to set up a chicken-burger plant at a cost of 2 million pounds.

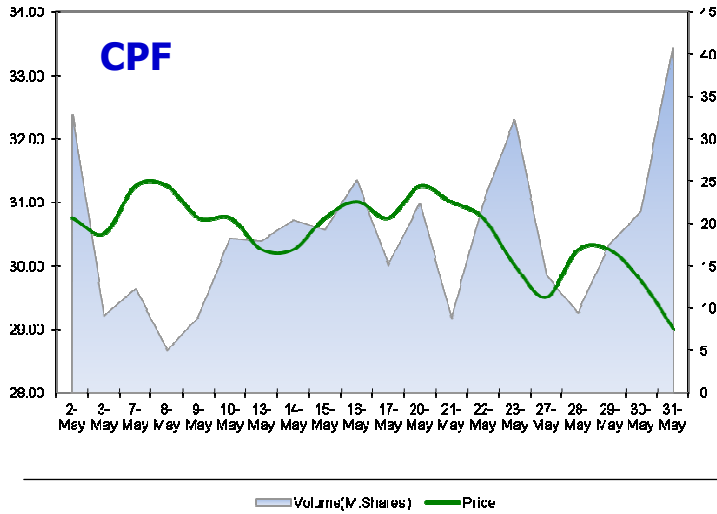
Asia's strong economy led the firm to form a business partnership with E-Mart, the largest discount store chain in South Korea, last year.

The company is one of the main suppliers of products to Costco in the US, Woolworths and Coles in Australia, Carrefour and Auchan in France and E-Mart and Key Account in South Korea.

To promote brands and products, the company set up food kiosks. The first kiosk, CP Snax, is in the supermarket of Takashimaya department store in Singapore and the model will be used in CPF's 36 markets, said Mr Pisit. Two more offices are planned in potential markets such as China and Australia.

## Price Performances: CPF

Price (Baht) Volume (Mil. shares)



May 2013	
Highest Price	32.00
Lowest Price	29.00
Closed Price	29.00
Average Volume/Day (Shares)	18,590,000

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