



# Charoen Pokphand Foods Plc.

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## Monthly Newsletter

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**Dow Jones**  
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: CPF has acquired an 80% stake in Sri Lanka's ready-to-eat manufacturer Norfolk Foods
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### CP pioneers new convenience store for communities

THE NATION July 18, 2016



Charoen Pokphand Foods Plc is delivering a pioneering convenient store concept among communities.

Since the establishment of the CP Fresh Mart chain 12 years ago to offer buyers fresh food as well as ready-to-eat products more conveniently, CP Fresh Mart has redefined the modern home-meal solution concept.

Now, CPF is launching its new concept store called Magnet Semi Wholesale by CP, enhancing its value chain and supply chain to consumers.

The company held the grand opening of the first store in Chiang Mai's San Khampaeng district last Saturday as a role model for further expansion.

Adirek Sripratak, president and chief executive officer of CPF, said it was a growing trend for fewer hyper-discount stores because consumers want stores near to their community rather than big stores in town requiring longer travel. "If the first outlet is successful, we will promptly consider expanding in other locations with a target of 10 outlets by next year.

"Besides our own investment, the company will also expand through franchising. "Basically, each store requires 300 square metres and a Bt3 million-Bt5 million investment depending on the location," he said.

Magnet Semi Wholesale stocks over 2,000 items of fresh food and consumer products, with half of them coming from CP or CPF.





Consumers will buy retail products while grocers can get wholesale prices for buying boxes or crates of products.

Another trend is e-commerce. It would be easy and convenient for small outlets to deliver products to consumers located within five kilometres.

Thanks to the rapid growth in online shoppers, Magnet Semi Wholesale stores are also expected to provide an online shopping service in the near future. Russell Leigh Berman, president of CP Fresh Mart, said the concept of the Magnet Semi Wholesale stores is proximity, discounting and key CP products. It is designed particularly as an upcountry channel.

It is not a competitor of Makro, a wholesale centre for grocers. They complement each other. It is a true wholesaler for both consumers and grocers in the communities with the idea "save money and save time".

It delivers quality products at the lowest price possible and with the most efficient shopping experience possible. "Today, we're testing the concept before moving forward. Like the successful Aldi and Lidl discount stores across Europe, we're confident that Thailand is ready for this concept with a huge opportunity to grow," he said.

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## **CP Foods has acquired an 80% stake in Sri Lanka's ready-to-eat food manufacturer Norfolk Foods for US\$4m.**

*Just-Food, July 21, 2016*

Thailand's Charoen Pokphand Foods has acquired an 80% stake in Sri Lanka's ready-to-eat food manufacturer Norfolk Foods for US\$4m.

The Thai meat giant said in a statement to the Stock Exchange of Thailand that it had also secured the right to acquire the remaining 20% of Norfolk from existing shareholders on each second, third, and fourth anniversary of the first transaction date.

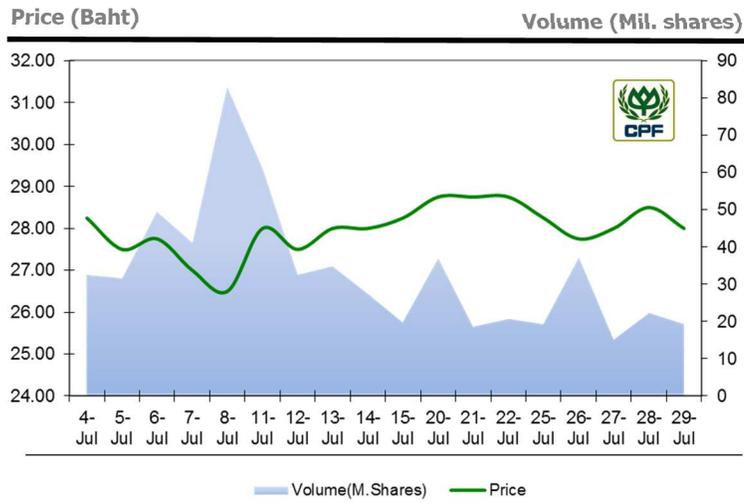
The acquisition was made through CP Foods' wholly-owned subsidiary CPF Investment Ltd from Expolanka Holdings, Habeeb Mohamed Ziauddin and Hamzathul Zareeha Ziauddin.

Norfolk, incorporated in Sri Lanka in 1994, is a manufacturer and distributor of ready-to-eat food products including samosas, processed chicken and meat stuffed with cheese and sausages under the Crescent trademark. The company has a 21% share of Sri Lanka's ready-to-eat food products market.

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## Price Performances: CPF



July 2016	
<b>Highest Price</b>	<b>29.50</b>
<b>Lowest Price</b>	<b>26.50</b>
<b>Closed Price</b>	<b>28.00</b>
<b>Average Volume/Day (Shares)</b>	<b>33,480,000</b>

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