



Charoen Pokphand Foods Plc.

Listed on the **S**tock **E**xchange of **T**hailand

Monthly Newsletter

Volume 16 Issue 08 – September, 2016

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Dow Jones
Sustainability Indices
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Topics

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: CP Foods enters Kerala with ready-to-eat items
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CP's native chicken focuses on sustainable fresh produce

The Phnom Penh Post, August 16, 2016

A potentially big niche market for native chickens in Phnom Penh is waiting to be tapped into. The demand is big, but the supply is relatively small in volume when it comes to the needs of Cambodians. Meat of native chickens are preferred by many Cambodians over the same products from commercial poultry because of their great taste, leanness, pigmentation and suitability to Cambodians special dishes.

Their meat is claimed to be tastier and more savory than those of purebreds. Moreover, native chicken meat is priced higher than those coming from commercial poultry.

In line with this, CP Cambodia Ltd – one of the Charoen Pokphand Foods Public Company Limited (CPF) from Thailand – is ready to help and ensure the food security (one of this is the native chicken) for the country. The past twenty years have seen CP's develop the competence of the poultry businesses along with the animal feed, swine and food business within the country.

The improved performance is available to farmers for production and raising their own farm on a larger scale so that the demand in the market could be filled.

According to Mr. Wittaya Srisom - Vice President for the company's Poultry Business, "Healthy chicken for people's health is the main goal of CP Cambodia Poultry Business."

CP Cambodia's Poultry soul purpose of farming is to produce meat and eggs to supply Cambodia's need for fresh produce. Millions of chickens and egg are raised annually as a source of food. The international standard poultry farm system is used to all company's and contract farming. With the use of high-end technologies and equipments, CP management is the best in the industry.

The company's main plan involves sustaining the demands of native chicken in the country, and it remains a long-term plan for CP Poultry business. This model is to the benefit of all Cambodians due to its affordability and availability to access quality food. Nowadays, it states that CP Cambodia is the biggest local producer of chicken in Cambodia and, "It is proudly made/raised in Cambodia." CP makes sure the quality of producing native chicks from the hatchery up to the market.

The CP Poultry Business not only has native chicken, but also has broiler and layer chickens for alternative options for the Cambodia farmers. Animal husbandry experts and professional veterinarians from the company are always available to provide you with advice and consultations. In such a way, Cambodians will be more knowledgeable in doing animal farm and management.

CP is more than willing to engage with business minded Cambodians and farmers to get you started on your own business. The company follows the business-to-business policy and it will certainly generate more business opportunities for the Cambodian farmers, the traders and the end-users.

Furthermore, one can easily start a business with a minimum amount of investment. At present, CP Poultry has thousands of investors and customers all over the country.

CP Foods enters Kerala with ready-to-eat items

The Hindu Business , August 11, 2016

CP Foods, a food conglomerate, has forayed into Kerala with its newly launched packaged food and ready-to-eat products. The company has unveiled a range of branded products, which included CP frozen chicken, chilled chicken, easy snacks (both veg and non-veg), eggs, etc.

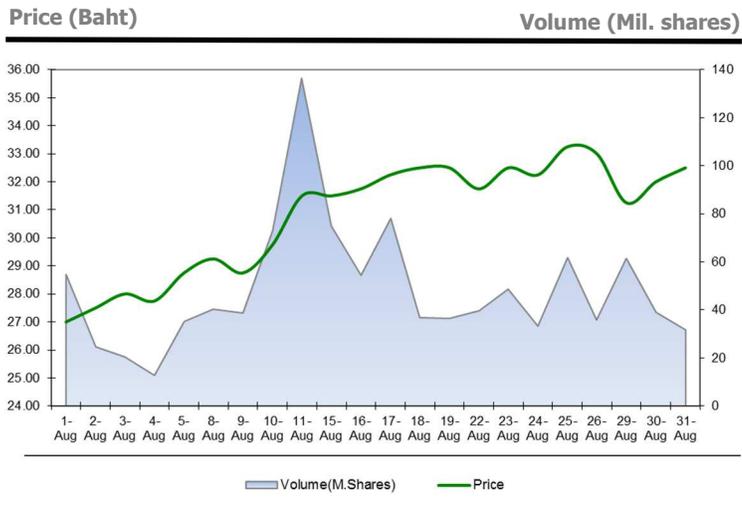
Sanjeev Pant, Senior Vice-President (Food Business), CPF India Pvt Ltd, told reporters that Kerala has the highest chicken consumption among other southern States at 50 tonnes per month and the company is looking at a 25-30 per cent market share in the processed food category within one year.

India is a key market, as the packaged food industry is estimated to grow up to \$50 billion by 2017 from the present \$40 billion. The launching of high quality chicken and value-added products straight from farm to fork are part of the strategy to garner a comfortable share in the market, he said.

To a question on the fat tax introduced by the Kerala government on junk foods, he said the company is in the business of packaged foods and it is restaurants that sell burgers, pizzas etc, which may be impacted by such taxes.

However, the move will affect the overall sentiments of the entire industry. There are lot of other ready-to-eat food items in the market with high fat content. Instead of controlling such fat food, he suggested creating awareness among the youth on healthy eating habits

Price Performances: CPF



August 2016	
Highest Price	33.50
Lowest Price	26.75
Closed Price	32.50
Average Volume/Day (Shares)	48,580,000

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