



# Charoen Pokphand Foods Plc.

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## Monthly Newsletter

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## CPF win Thailand's Top Corporate Brand Values Award 2013

*Bangkok Post , September 23, 2013*



### **CPF won Thailand's Top Corporate Brand Values Award 2013**

Charoen Pokphand Foods PCL (CPF) , represented by Vittavat Tantivess, EVP Marketing received “ Thailand's Top Corporate Brand Values 2013 ” award up agro-industrial and food business presented by Chulalongkorn University, represented by Prof, Dr.Pirom Kamolratanakul, President. It is the third consecutive year that the company has received

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## **CPF aims for 100,000 tons of poultry exports pushing for 20% sales growth**

*Bangkokbiz , September 27, 2013*

### **Confirms no trace of bird flu in all chicken farms**

CPF is confident that this year's poultry exports will hit 100,000 tons, making 12 billion THB and expecting a growth of 15-20% in export next year due to the decrease of raw material prices while some farmers reduce production output pushing the prices to rise.

Mr. Teerasak Urunanont, Executive Vice President of Charoen Pokphand Foods PCL. or CPF, revealed the overall image of Thailand's poultry export sector in 2012 that most operators faced downward trends and loss of profits due to the high prices of raw materials and oversupply, which had caused chicken prices to drop starting at the end of 2011 until the first quarter of 2013.

Nevertheless, the prices of raw materials had started to drop. In addition, the reduction of production output by some farmers had led to the decrease of chicken supply in the market, dropping from 26-27 million chickens/week in the previous year to approximately 24-25 million chicken/week. This corresponded with the demand of the market and benefitted Thai export sector, which expected to reach 530,000 tons of exports.

"In the previous year, CPF exported 80,000 tons but, in this year, we expected to reach 100,000 tons, consisted of 80,000 tons of processed chicken and 20,000 tons of fresh chicken, which value at about 11-12 billion THB. Also, we aim to push this figure up 15-20% in 2014."

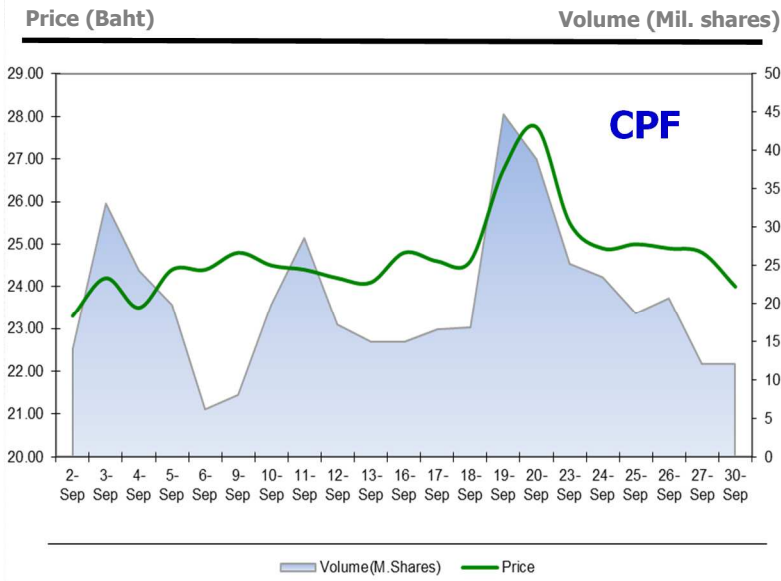
The increase of CPF's poultry exports resulted in higher sales of 30% in terms of Thai Baht. This is due to the higher poultry export price, an increase of 10-15%, while Thai Baht had depreciated 5-7%. The poultry export sector is expected to grow in the second half of the year both in volume and value, which will positively affect the overall performance of the company, especially in the 2 significant markets: the EU and Japan. Moreover, if CPF could successfully penetrate fresh chicken markets in Japan and Korea, it would result in more exports, which is now at about 300,000 tons in the Japanese fresh chicken market.

However, to be ready for the expected higher exports in the coming year, CPF aims to expand poultry operations at about 5% - any expansion that exceeds this ratio would result in higher risks in terms of the market and price. Successful penetration in the Japanese fresh chicken market would win Thailand the competitive advantage over Brazil; although Brazil operates at a much lower production costs, Thailand is closer to Japan which is more convenient and cost-saving in terms of transportation. Also, Thai chicken has more quality than Brazilian products.

Currently, the exporting price of Thai fresh chicken in the EU market is at 3,100 dollars, which is 30% higher than Brazil's. Also, CPF preparing many acquisitions, both domestically and internationally.

As to the news about the bird flu outbreak in CPF chicken farms, the company affirms that the claim was false. CPF chicken farms are definitely bird-flu-free and continue their normal operations. The department of livestock development has a strict control concerning the issue, in which preventive measures and systems are put in place in order to confirm traceability. This system has been restructured since 2004, when the bird flu outbreak was severe. The new and improved system strictly concerns the entering and exiting of employees. Also, the advanced technology assures consumer safety and animal welfare, which, in turn, meets customer satisfaction.

## Price Performances: CPF



September 2013	
<b>Highest Price</b>	<b>27.75</b>
<b>Lowest Price</b>	<b>23.10</b>
<b>Closed Price</b>	<b>24.00</b>
<b>Average Volume/Day (Shares)</b>	<b>20,490,000</b>

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