



Monthly Newsletter

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Trade potential attracts CP investment in Vietnam

WATTAgNet News , May 1, 2019

Company plans new poultry processing plant and additional shrimp farms Thailand based.

Charoen Pokphand Foods (CPF) has attributed its recently announced expansion in Vietnam to the expected benefits of the Trans-Pacific Partnership (TPP), and CP Group's long-time chairman has resigned.

CPF is to invest more than US\$200 million by creating an export hub for its poultry and pig meat businesses in Vietnam, reports Nikkei Asian Review. Among the projects planned is a new poultry processing plant with a weekly capacity of one million birds per week, and additional shrimp farms to raise production by a factor of 50 billion units a year. Shrimp feed output looks set to increase from 300,000 metric tons (MT) to 500,000 metric tons (MT) this year, according to a CP Vietnam executive.

CPF has been attracted by the export potential it sees as a result of Vietnam's inclusion in TPP, which stimulated this significant fiscal commitment, which amounts to around one-quarter of its total investment over the period 2015-17. While CPF sales in Thailand changed little in 2018 when compared to the previous year, its Vietnamese affiliate achieved an increase of 26 percent to almost THB 82 billion (US\$2.56billion).

While Thailand has not yet joined the group, Vietnam became the seventh country to ratify TPP in November last year. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (TPP11) was formed after the U.S. withdrew from a previous agreement, and currently has 11 members including Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, and Singapore.

As well as the opportunities for the company's expansion of poultry, fish, and shrimp exports, CPF said that labor costs are also lower in Vietnam than in Thailand.

Last week, CPF announced it had purchased a majority share in HyLife, one of Canada's leading pork producers. Itochu of Japan will continue to own the remaining 49.9 percent of HyLife, which said the proposed transaction will build synergies and growth between the two companies.

Benja Chicken a finalist of “Top Innovative Product” in THAIFEX 2019

Bangkok Post ,May 28 , 2019



Benja Chicken has been named as a finalist of “Top Innovative Product” making the first time of fresh product to be selected in the finalists as one of an innovative food in THAIFEX Taste Innovation Show 2019.

Mr. Prasit Boonduangprasert, Chief Operating Officer - International Trade and Business Development at CP Foods, said Benja Chicken is a food for future. It is the first raw chicken product in the world to raise with brown rice, which is an innovation of the company's feed development, resulted tastier and healthier meat. During THAIFEX 2019, the region's largest food and beverage trade show, Benja Chicken is the first raw food product to be chosen in the finalists of “THAIFEX Taste Innovation Show”, handpicked from over 700 entries across the world. “The achievement of Benja Chicken in THAIFEX reflects the innovativeness of Thai food producers in developing products to catch up the latest food trend.” he said.

Benja Chicken has come under U Farm Brand developed for those looking for organic chicken meat. It offers safe and naturally delicious poultry that can be traced back throughout the supply chain. The chickens are raised in cage-free and fed according to the needs of nutrition as appropriate to their life phase with clean drinking water from a special filtered system and regular health checks.

Benja Chicken received nutritious food from brown rice, a “superfood” rich in nutrients. This results in the chicken meat that has a texture and taste which differs from widely available chicken meat. The chicken meat is juicier than other chicken meat by 55% with tender and aromatic compound. Benja Chickens have been raised under animal welfare practices without antibiotic use throughout their entire lifespan, making them healthy and strong. It was also certified by the National Sanitation Foundation (NSF) for being 100% raised without antibiotics and no hormones added. So far, the premium quality Benja Chicken is selected by top chefs across the world for making perfect dishes.

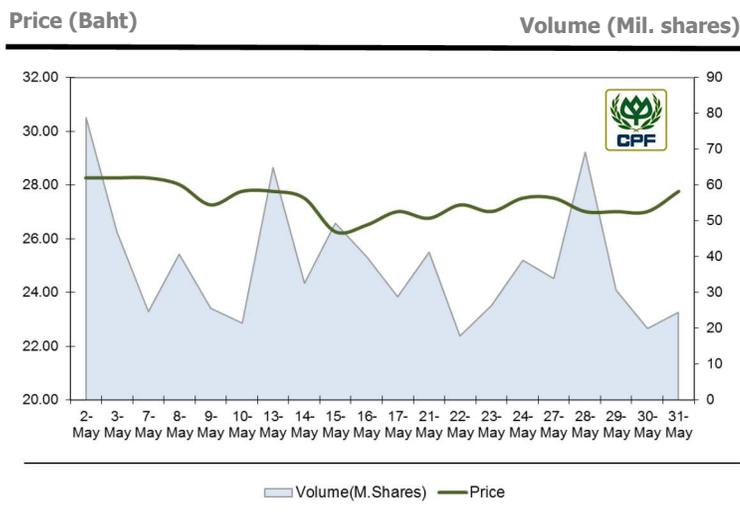
Benja Chicken is now available at The Mall, Tops Market, Central Food Hall, Foodland, Villa market, Rimping, Donki mall and other leading supermarkets nationwide. Moreover, it will be showcased at THAIFEX 2019, Booth No. R01, R15, Q01 and Q1 05 of Challenger Hall 2, Impact Muang Thong Thani from 28 May to 1 June 2019.

CP Philippines expanding Chicken Star stores

Asian Agribiz , May 13 , 2019

Charoen Pokphand Foods Philippines (CP Philippines) is targeting to increase the number of its Chicken Star stores, the company's food distribution arm, to 500 this year, Vice Chairman Sakol Cheewakoset told *Asian Agribiz*. To date, the company has 300 outlets, mostly in Central Luzon, but targets to penetrate the whole country. Mr Sakol said the company plans to double the number to 1000 next year. Chicken Star currently sells roasted and fried chicken as well as ready to cook pork siomai and chicken hotdogs.

Price Performances: CPF



May 2019	
Highest Price	29.00
Lowest Price	26.00
Closed Price	27.75
Average Volume/Day (Shares)	34,066,000

Charoen Pokphand Foods Plc.
Investor Relations Office
26thFl., C.P. Tower, 313 Silom Rd.
Bangkok 10500, Thailand
Telephone +662 638 2935-6
Facsimile +662 638 2942
Email: iroffice@cpf.co.th

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