



# Charoen Pokphand Foods Plc.

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## Thailand's CPF to launch plant-based meat substitutes across Asian markets

Reuters, January 7, 2020

Thailand's largest agribusiness firm, Charoen Pokphand Foods Plc (CPF), will introduce plant-based meat substitutes this year in response to growing customer demand and changes in behavior, a top executive said on Tuesday.

Chief executive Prasit Boondoungprasert told Reuters in an interview that the products would be sold first in Thailand this year, before being rolled out across the rest of Asia. "There is a global trend of 'flexitarians' - people who have vegetarian meals once or twice a week," he said. Restaurants will also want to offer this option to their diners, he said.

Prasit, who took over as CEO in July last year, said introducing meat substitutes was part of the firm's strategy to expand its food business, including ready-to-eat meals and pre-cooked meats, in Thailand. The firm's domestic operations currently account for about a third of its revenue. CPF, which has operations in 17 countries and exports to 30, is planning capital expenditure of 20 billion baht (\$662.47 million) this year, down from 30 billion baht last year. This will be used to build up existing assets and expand its feed, farm and food businesses in populous markets such as China, the Philippines and Vietnam, he said.

The company plans to expand hog cultivation to 18 million this year, including 7 million in Vietnam, due to higher pork prices following an outbreak of African swine flu. "We invested a lot in our bio-security system," Prasit said. "Our pig farms are almost like resorts." In the longer term the company is planning to generate revenue more evenly across its business segments. "The plan is to have revenue contribution of a third from each business group of feed, farm and food," he said, although he added this could change if there were opportunities for mergers and acquisitions.

In 2018, its farm and feed businesses each accounted for about 40% of revenue, with the remainder in food. The company was interested in pursuing mergers and acquisitions in its food business for branding and market access, Prasit said, adding that its farm unit would look to acquire land. CPF last year acquired Canadian pork producer HyLife for \$372 million, and bought a poultry firm in Russia in 2015 for \$680 million. The firm is maintaining its target of 10% annual revenue growth and reaching 800 billion baht revenue by 2023, he said.

## CP Foods wins World Marketing Congress' Brand Leadership Award 2019

*Matichon, January 14, 2020*



Charoen Pokphand Foods Pcl (CP Foods) received Thailand Best Brand Awards 2019 from World Marketing Congress at the Athenee Hotel, Bangkok. The award is given to the leading private companies in Thailand, Myanmar, and Cambodia with an outstanding performance on product development and marketing.

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## C.P. Vietnam Corp Biggest Firm in Vietnam's Husbandry Sector in 2019

*Vietnam News, January 15, 2020*

C.P. Vietnam Corporation, a subsidiary of Thailand-based Charoen Pokphand Foods Public Company Limited (CPF), became the biggest firm in Vietnam's husbandry sector last year, Vietnam Report JSC (VNR) ranked.

C.P. Vietnam Corp. was also the eighteenth-largest one in the list of Vietnam's 500 biggest firms last year, the evaluation company added, noting that they ranked firms based on the growth rates, the contributions to the national economy, and the capabilities to make breakthroughs.

Last year, C.P. Vietnam Corp opened a chicken meat production chain with a total investment of \$200 million and a designed output of processing 50 million chickens a year for export with the self-contained model.

In the third quarter of 2019, the firm's total revenue decreased by 11% year-on-year to VND15.9 trillion (\$685.34 million) due to the African swine fever (ASF).

C.P. Vietnam Corp. now has ten animal feed and fisheries plants, five meat and fisheries processing plants, and 3,000 farms across the country.

## **Benja Chicken available at Alibaba's Hema Supermarket**

*Komchadluek , January 15, 2020*



Charoen Pokphand Foods PLC (CPF), in cooperation with Chia Tai Group in China and Alibaba's Hema Supermarket, unveils U Farm-branded Benja Chicken to Chinese consumers, making the premium frozen chicken meat the first from Thailand that finds way to the shelves of over 30 Hema outlets across Beijing.

Mr.Karan Sangfai, CPF Senior Vice President, said CPF embraced the opportunity to launch U Farm-branded Benja Chicken for the first time in China at Hema Supermarket. The chicken will introduce Chinese consumers to a new experience, as it is the world's first 100% brown rice-fed chicken and antibiotics-free. The chicken meets Hema's policy in satisfying customers with high-quality products.

"CPF put a lot of efforts in the research and development to make Benja Chicken the best chicken meat for health-conscious families. It boasts a good taste and food safety, under our concept "Put Our Heart Into Food". We are dedicated to find innovations that can produce best-quality food for consumers across the world. We're confident that our Benja Chicken will delight Chinese consumers," Mr. Karan said.

In the first phase, Benja Chicken will be available at 30 Hema outlets in Beijing. Later, it will be sold at 70 outlets that cover Beijing, Shanghai, Guangzhou and Shenzhen. Within 2020, online marketing channels, through leading e-commerce websites in China like JD.com and Tmall.com, will be introduced. Annualized sale revenue is expected to hit Bt20 million.

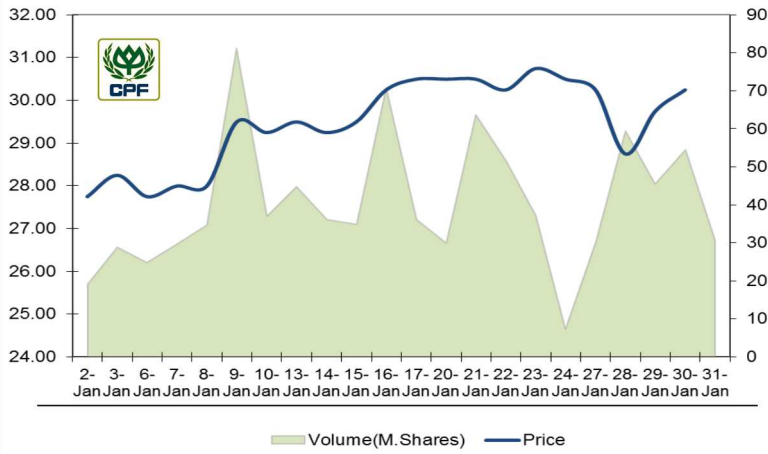
Last year, U Farm introduced Benja Chicken in Hong Kong at Wellcome and Aeon supermarkets. Singapore was the next destination. The chicken is available at FairPrice Finest and Alma by Juan Amador, a 1-star Michelin restaurant that entice Singaporean diners to a special menu prepared with tasty, juicy and safe premium chicken.

Benja Chicken is 100% natural premium chicken meat. It is fed by specially-selected brown rice that contains high GABA; antioxidants; as well as Vitamins B3, B6 and B9 which help chicken develop good muscles. Its meat is soft. Unlike conventional multi-layered chicken meat, Benja Chicken has spiraling meat structure. It is 55% more tasty and juicy. It is free from antibiotics and growth hormones, with world-class certification from NSF International.

Alibaba's Hema Supermarket operates 200 outlets in major cities in China that integrates online and offline marketing. It offers 30-minute delivery services to destinations in 3-km radius. It is specialized in imported high-quality goods.

## Price Performances: CPF

Price (Baht) Volume (Mil. shares)



January 2020	
<b>Highest Price</b>	<b>31.00</b>
<b>Lowest Price</b>	<b>27.50</b>
<b>Closed Price</b>	<b>30.00</b>
<b>Average Volume/Day (Shares)</b>	<b>40,397,000</b>

Charoen Pokphand Foods Plc.  
**Investor Relations Office**  
 26<sup>th</sup>Fl., C.P. Tower, 313 Silom Rd.  
 Bangkok 10500, Thailand  
 Telephone +662 638 2935  
 Facsimile +662 638 2942  
**Email: [iroffice@cpf.co.th](mailto:iroffice@cpf.co.th)**

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