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Opening up the CEO of CPF from 'Space Chicken' to the Trump Effect

Source: <https://www.prachachat.net/d-life/news-1753097> on 12 Feb 2025



"As a large Thai brand with a market capitalization of around 200 billion baht and annual sales of 600-700 billion baht, CPF employs approximately 120,000 personnel worldwide. The number of product items is countless.

Therefore, leadership cannot afford to be stagnant; it must be dynamic to ensure the organization remains competitive on every global stage. The goal is to achieve annual sales growth of 10% and reach 1 trillion baht within the next 5-10 years.

'My style is always active. I enjoy solving problems, providing solutions, and working as a team because no company can succeed through the efforts of a single individual; we need to know how to manage effectively.'

'A leader must be patient and know how to create positive energy for others. When a project succeeds, it's not just 1+1 equals 2; it can become 5. Ultimately, success is always a team achievement.'"

"Even with new and significant challenges to address constantly, he succinctly states, 'This is the mission.' CPF's business network spans the globe, presenting problems to solve every day, requiring at least 6-7 meetings daily. Some days, meetings run from 8 AM until midnight.

To harness the team's potential, one must motivate them to understand what the real issues are, why we need to resolve them, and to highlight the positive outcomes that will result from addressing these challenges.

'I always tell my team that if we can solve the problem and keep moving forward, things will improve on their own because no one truly knows everything. I have been working as the CEO here for nearly six years, and I have to learn every day.'

The phrase 'Thai chicken will go to space' or 'Space Chicken,' produced by CPF, recently won the Ultimate Marketing Campaign of the Year at the CMO's TOP CHOICE Award, based on votes from over 100 senior marketing executives from leading companies. Additionally, it received the highest Silver Award of the year in the category of marketing that conveys brand positioning and target audience through the creation of experiences and communications (Brand Experience & Communication) for consumers.



"From the transformation of the heart of Siam Square into a space station, which ranked as the number 1 Trend X in Thailand and the 3rd globally, sales in the domestic market increased by 11%, and this success has also expanded the business to an international level...

The inception of 'Space Chicken' stems from 'Mr.Prasit's' vision to continuously promote the Thai chicken industry, building on the previous development of 'Benja Chicken' by feeding it with grains...

'Thailand is the third-largest producer and exporter of chicken in the world. Thai chicken is cared for with attention to quality and standards, but we found that the domestic market has a lasting perception from over 30 years ago that Thai chicken uses hormones.'

Thus, we aimed to create consumer confidence regarding food safety standards. We implemented several strategies and are also a supplier of chicken raw materials for reputable global brands like KFC.

During discussions with the marketing team, an idea emerged that we should adopt a single message: our standards are excellent, and we can indeed export to space. This involved discussions with NASA Lab, and this is not just a marketing campaign...

Instead of using 'CP Chicken goes to space,' we opted for the phrase 'Thai chicken will go to space.' We expect to launch this campaign soon."

"Because we are committed to elevating the chicken industry in Thailand, which is a crucial engine driving the country's economy, if the country succeeds, we will succeed together...

On the part of CPF, we have also researched and developed the probiotic product '*Bifo Probiotic Plus*' available on online platforms like Shopee and Lazada. We have further researched and developed the use of probiotics as ingredients in animal feed formulas to ensure the livestock we raise are healthy...

Currently, CPF has expanded its operations to become a 'Global Sourcing' entity for importing raw materials for sale. We have partnered with *Uoriki*, a leading fish procurement company in the Japanese market, to ensure we acquire the best raw materials at competitive prices. Currently, we may secure lower-than-average prices while maintaining a quality equivalent to five stars, but at a three-star price range. We aim to make this type of food culture accessible to the market and consumers by leveraging our network to effectively manage costs, benefiting both the organization and the consumers. This is just a glimpse of the mission that our billion-baht organization has conceptualized and brought to fruition.

However, reaching the sales target of 1 trillion baht will not be easy but is also not impossible, as people around the world need to consume food every day...

When discussing noteworthy situations, in response to the Trump Effect, 'Mr.Prasit' mentioned that the company is currently monitoring and assessing the policy implications of President Donald Trump 2.0's administration. Initially, it is essential to evaluate what Thai officials will negotiate with the United States and how it will affect Thailand...

For example, if the government negotiates for agricultural products by increasing the import of corn from the U.S., it would benefit the country and CPF, as Thailand does not produce enough corn to meet demand. Therefore, the importation of U.S. corn would reduce the cost of animal feed production in Thailand...

Nevertheless, if there are conditions placed on the importation of corn, it must be timed to avoid conflicting with the domestic production season to mitigate the impact on market prices that could affect Thai farmers.

On the other hand, if the government negotiates to open imports of pork from the U.S., it could have significant repercussions for Thailand and the company, as the U.S. uses growth-promoting substances, which could affect consumers...

At the same time, importing U.S. pork, which is priced favorably, could negatively impact local pig farmers and consequently affect the pricing structure of Thai pork."

CP Foods' solar energy drive leads to major cost savings

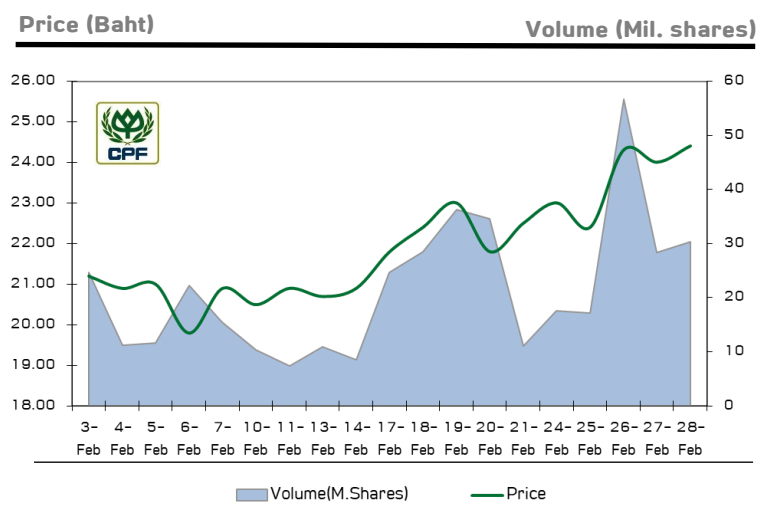
Source: <https://www.asian-agribiz.com>, 20th Feb 2025



In a move towards sustainability, CP Foods has installed a solar energy system on the roof of its food processing plant in Cu Chi, Ho Chi Minh City, achieving a 15% reduction in electricity costs. This initiative earned the company the Energy Efficiency Award in Industry – Construction 2022 and aligned with its goal to cut greenhouse gas emissions by 15% by 2030.

Mr Worachai Wunsasueb, the factory's Director, said in an interview with *Asian Agribiz*, that the company is also looking to advance its sustainability efforts by improving how it manages sludge from the waste treatment system, along with strategies to cut down on paper use across its operations.

Price Performances: CPF



| February 2025 | |
|-----------------------------|------------|
| Highest Price | 24.60 |
| Lowest Price | 19.80 |
| Closed Price | 24.40 |
| Average Volume/Day (Shares) | 21,452,600 |

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