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CEO of CPF discusses on Food Security in “APEC CEO SUMMIT 2022”

Source : www.tnnthailand.com/news/social/130973/, 19 Nov 2022



As the leading operator of integrated agro-industrial and food business, Charoen Pokphand Foods PCL.’s Chief Executive Officer represented the Company, as well as private companies in Thailand, to confer with various parties under the topic, “Meeting the World’s Food Security Challenge”. The contribution marks as one of CPF’s commitments to reinforcing food security for the world population.

Mr. Prasit Boondounprasert, Chief Executive Officer, Charoen Pokphand Foods PCL. (CPF) represented the Company, as well as private sector in Thailand, to confer with honorable delegates under the topic, “Meeting the World’s Food Security Challenge” in APEC CEO Summit 2022. The session was joined by civil society leaders, together with Mr. Paul Gliding and Evolved Meats, Canada’s leading cultivated meat producer to drive food security towards sustainability.

Mr. Prasit, the CEO, said that in today’s world, we have encountered challenges in multiple dimensions as we operate the business. The challenges include the increasingly severe climate change, the occurrence of pandemic and the fact that we need to effectively cope with it, as well as the food security concern. These challenges urgently require leaders and entrepreneurs worldwide to join forces and seek for solutions to make the world a sustainable place in every dimension.

Global food security situation has extremely altered. The COVID-19 outbreak had forced manufacturing, logistics, along with supply chain processes to implicitly halt, leading to precarious food security condition. The situation in Singapore, as well as Russia-Ukraine war, had increasingly resulted in an insufficient global food supply. As a result, it was discussed and agreed that food security should become a more focused agenda amongst all countries.

With similarity to what CPF has been putting the emphasis on, one of the key highlights of discussion in APEC 2022 was food and environment. As a leading operator of integrated agro-industrial and food business, CPF is committed to reinforcing its manufacturing capability to ensure of global food availability.

Additionally, CPF has committed to operating its business with sustainability. In our perspective, business cannot grow and succeed unless we quickly adapt ourselves to the fast-changing industry and consumer behavior. The key to gain competitiveness and succeed in food industry is applying modern digital technology like AI to help increase operation efficiency for the business.

It is mandatory for entrepreneurs, as well as country's leaders, to consider using technology as a tool to enhance food production capability. Machine, although considered as high investment cost, should be used to ensure of food availability in every country. Most importantly, manufacturing process must be friendly to the environment, as well as the world.

CP ensures fresh, hygienic pork of the highest quality.

Source : <https://www.phnompenhpost.com/business>, 11 Nov 2022



The new state-of-the-art CP food processing factory in Kampot province, Cambodia

Consuming hygienic, good-quality pork brings health benefits, but a lot of pork products sold on the market, particularly the traditional market, do not guarantee the highest levels of cleanliness.

And while some are imported, the quality of imported products is unlike that of fresh meat.

To address this, CP Cambodia has introduced standardized fresh pork from hygienic shops to the traditional Cambodian market.

The freshest pork is produced at the new state-of-the-art CP food processing factory in Kampot province, which features modern technology and the highest standards of hygiene, processing, animal welfare and quality assurance, with quality control by specialists.

The establishment of the facility sees the leading agro-industrial and food conglomerate further raise the standards of food production in the Kingdom, with its focus on the highest levels of hygiene, quality and safety for the Cambodian people.

leng Chantha, Department manager at the CP Food processing factory in Kampot, said CP Cambodia strictly adheres to three principles to ensure the freshest and highest quality meat for customers.

1. Pigs from standardised farms: Good pork starts with breed selection for healthiness and high disease resistance, and extends to best animal husbandry practices and veterinarian consultant services, with high-standard evaporative cooling systems and environmental management.

2. Pork from standardised food processing: The key to the freshest meat is hygienic and standardised processing, including keeping the products chilled to a temperature of 0-4 degree Celsius to reduce the growth of bacteria and maintain meat quality.

3. Service with standardised management: Quality assurance and quality control, as well as consulting services, are provided by well-trained CP staff who are ready to solve all customers' problems.

"Customers can be confident in the quality of CP pork, which is fresh from the factory to the consumer," Chantha said.

Nget Phuong Malis and Leng Houy, CP pork wholesalers at Sihanoukville's Phsar Leu market, said they sell pork from CP pig half carcasses because the meat is fresh, with temperature control and direct delivery from the factory to their shop.

Furthermore, CP staff also provide technical services and impart knowledge regarding the cutting of the meat, shop design, marketing and customer service.

Customers Lim Sophal, a chef, Thai Yean Yean, who owns a restaurant, and Ren Tharith said they choose CP pork because the meat is good quality and hygienic. In addition, food cooked from CP pork is more delicious – something they say is confirmed by customers.

With strong support from the government, CP plans to expand its standardized food processing to Siem Reap and Battambang, and then to every province in the Kingdom, for the Cambodian people.

CPF holds the vision of being the "Kitchen of the World", with businesses working in three main categories – "feed, farm and food", covering animal feed production, animal farming and food production with social and environmental responsibility, and a focus on sustainable development.

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CP Foods awarded Superbrands status in 2022, recognition of its global food brand leadership

Source : https://www.thaipr.net/en/business_en/3272320 , 24 Nov 22



CP brand from Charoen Pokphand Foods Public Company Limited (CP Foods) is honored with a “Superbrands” status at the 12th annual Superbrands tribute event, held in Bangkok. The company received this prestigious award for its world-class quality food products that earned consumer trust.

This significant award is given based on a survey by 15,000 consumers, marketer, PR agencies, and other relevant parties nationwide, assessing various brands in term of Brand Quality, Brand Affinity and Brand Personality.

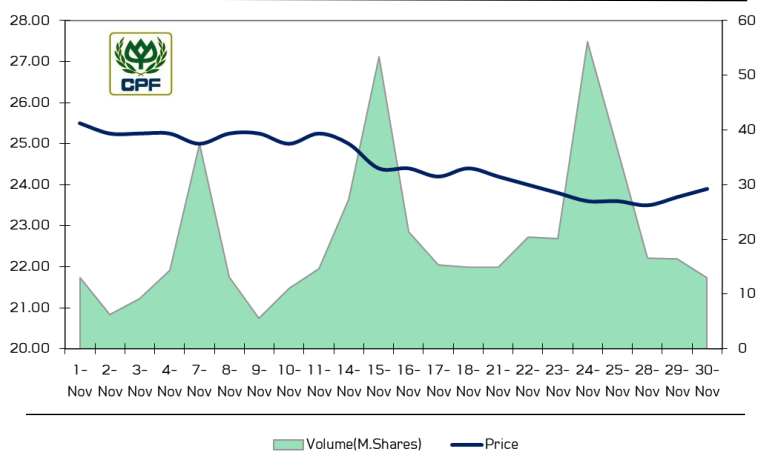
CP Foods Senior Vice President Anarkawee Chooratn, said that the company believes every healthy life starts with quality food. Therefore, it strives to develop innovations that raise the quality of products with better nutrition from a sustainable value chain and serve the needs of all ages. At present, CP Foods exports its products to 40 countries on 5 continents worldwide covering more than 4,000 million consumers. The company is proud of helping consumers across the globe improve their quality of life with healthy food.

“CP Foods will continue to provide new food experiences for consumers. We will also connect and building engagement with consumers through various form of communications, especially digital platform,” she said, explaining that the company has made multiple successful online marketing campaigns , especially during the COVID-19 lockdown, such as 'CP Bologna MewTaverse', which become No.1 twitter trending topic in Thailand and No.3 in the world.

Anarkawee also pointed out five major trends for the food sector in the post-covid-19. First of all, Consumers will focus more on food that boosts their health and well-being. Secondly, they are looking for food products that are convenient and fresh. Thirdly, the new generation of consumers prefer innovative products and channels. Also, they are happy to pay a premium price for the quality food. Aside from quality and food safety, they are looking for products that are made from a sustainable value chain.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



November 2022	
Highest Price	25.50
Lowest Price	23.40
Closed Price	23.90
Average Volume/Day (Shares)	20,500,800



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