



Charoen Pokphand Foods Plc.

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Company News : SAA Award for listed companies 2010

: CPF five-year plan for 10% annual growth shift focus overseas

Price Performance : CPF

May your holiday season and the new year be filled with much joy, happiness and success.
We look forward to working with you in the coming year and hope our
business relationship continues for many years to come.



Happy holidays!

CPF



SAA Award for listed companies 2010



Mr. Adirek Sripratak, President and CEO of Charoen Pokphand Foods Plc., has been recognized as the best CEO, with the Best in the Investor Relations in the Agro and Food Industry under the SAA Awards for Listed Companies 2010.

Note: SAA = Securities Analysts Association

Kitchen of the World

CPF's Five -year plan for 10% annual growth shifts focus overseas

The Nation, Published on December 15, 2010

Charoen Pokphand Foods has mapped out a five year, Bt30billion investment plan aimed at achieving sustainable growth of 10 per cent per year with revenue balanced between foreign and domestic markets.

"We foresee that our overseas business will generate more income than the domestic market in the future, making it our main source of income," president Adirek Sripratak said yesterday. Net profit under the plan is expected to rise an average of 510 per cent per year. Of the total investment, 60 per cent will go abroad and the rest will stay in the domestic market. The purchase of livestock and aquatic plants in Bangladesh and Cambodia will be completed early next year.

The company sees more opportunities abroad, as the domestic market is saturated.

Offshore investment next year will target four countries - India, Russia, the Philippines and Vietnam.

The company's strategy in Vietnam focuses on both the livestock and aquaculture businesses. It was designed to ensure that the company develops an integrated business, from feed to farm to food products.

In India, expansion will be mainly in feed mills to serve rising demand.

The company has already invested in 10 countries and exports to 40 nations.

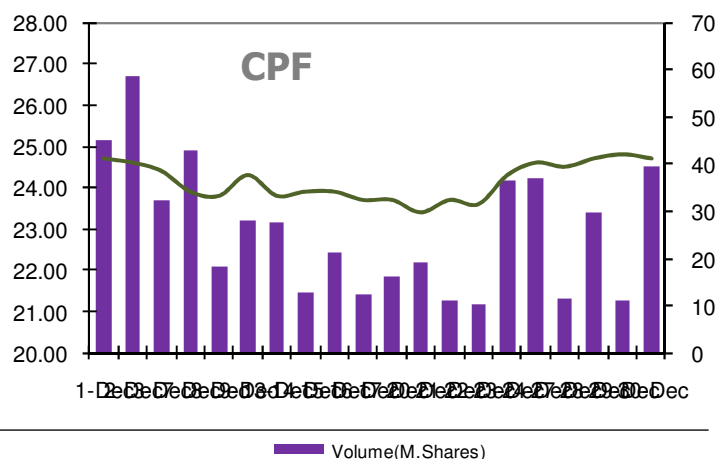
CPF's foreign exchange income accounts for 27 per cent or Bt50 billion of its projected total sales of between Bt180 billion and Bt190 billion this year. It is forecast that income from its overseas business will grow by an average of 20 per cent per year.

Sales from the domestic market are targeted to reach Bt100 billion this year.

The stronger baht has not affected the company's performance, as its exports and imports are almost balanced, at Bt25 billion versus Bt20 billion, Adirek said.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



December 2010

Highest Price	25.25
Lowest Price	23.40
Closed Price	24.70
Average Volume/Day	26,000,000

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