



Charoen Pokphand Foods Plc.

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MEMBER OF
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Happy New Year
2016

“Best wishes for your happiness and success throughout the year”

Topics

- **CPF News** : “CPF”'s CEO reveals the vision, growing Thai model abroad
- **Price Performances** : CPF

“CPF” ’s CEO reveals the vision, growing Thai model abroad

Thairath, December 19, 2015



Everyone knows “CPF”, a Thai-owned company which successfully becomes world’s leading food manufacturer. With the aim of being “World’s Kitchen”, apart from sales figure and profits that guarantee its accomplishment, CPF addresses its role and responsibility driving the society and environment. This is to create a standard of organization in order that enterprises of all sizes can apply to run their businesses with sustainability as many challenges are waiting for them.

Mr. Adirek Sripratak, President and Chief Executive Officer of Charoen Pokphand Foods Public Company Limited or CPF said that standard and measures namely trading rules and regulation, manufacturing supply chain inspection, food safety standard or justice labor standard and responsibility that are more intensive in world trade arena will steer the organization to develop its capability in order to create “Sustainable World’s Kitchen” to manufacture foods that serve demand of over 3,000 million population worldwide along with quality, safety, and traceability.

Today's society and public lay their expectation to world's leading food manufacturers. Apart from the philosophy of manufacturing with value, quality, and safety with global standard that the company has, what consumers and society are concerned is "Food Sustainability". From the United Nations' survey, it is expected that in 2050 number of population will rise to 9 billion from current number of 7.3 billion which 22% of 9 billion people will be the elderly and will mostly live in Asia.

"Therefore one of our challenges is to emphasize more on R&D, healthy food, and food for the elderly to serve consumers' needs in the future. Moreover, "Sustainable Manufacturing Supply Chain" is one issue many sectors focus on. Throughout the manufacturing supply chain, we must ensure that it can be traced back to its origin. From CPF's determination, we can finally become the world's first sustainable chicken manufacturer. With Det Norske Veritas (DNV-GL)'s ProSustain standard including justice labor standard and responsibility with human rights, CPF sets up labor management policy according to United Nations' Declaration of Human Rights to ensure of justice and equal treatment for Thai and foreign labors of companies".

Mr. Adirek said that the company creates three strategies of business growth and the position of world's food manufacturer: 1. Adding value by having turnkey businesses starting from animal feed, livestock farm, and food. Each country will create its own model of success to add value 2. Expanding businesses in potential countries as investment means more space is gained and it leads to more market share. That is growth. An example is the fact that CPF expanded the business in Tanzania and Africa. That is the beginning point to later expand in other countries within the region. 3. Merger and Acquisition is a shortcut as it can gather great people who can work for the company. This is to expand business network. Under the circumstance of economic recession, these 3 strategies can still lead to opportunity to grow.

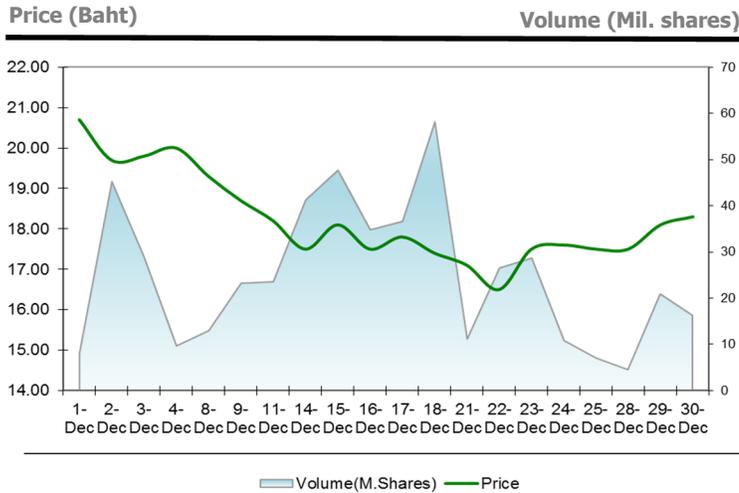
"We still see opportunity to grow in many countries namely China, India, Russia including countries in Europe as there is a high number of population therefore value can be added onto products. Furthermore our business model covers manufacturing supply chain from the beginning to an end; animal feed, animal farm, processed food, and also retail stores and restaurant business. As a result we plan to apply successful model used in Thailand with manufacturing bases in other countries"

For revenue structure, CPF has the proportion of income from abroad which is 67% and 33% from Thailand. For the next 10 years, we target to grow for more than 10%. Last year we had total sales figure of THB 430,000 million. To be a strong world's kitchen, the business must be steady, prosperous, sustainable, and able to quickly adapt to dynamic domestic and international changes.

In 2015 CPF was selected as member of DJSI Listed Company in DJSI Emerging Market Group. This shows a strong determination of operating sustainable businesses covering economy, society, and environment.

By asserting the leadership of agricultural manufacturing and world-class food along with R&D, new technologies, and many other conditions, these will make every sector have "Sustainability" and can move forward together.

Price Performances: CPF



November 2015	
Highest Price	21.10
Lowest Price	16.40
Closed Price	18.30
Average Volume/Day (Shares)	24,797,000

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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