



Charoen Pokphand Foods Plc.

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CPF wins 3 awards at the 8th Asian Excellence Awards 2018

Bangkok Post June 12, 2018



Charoen Pokphand Foods Public Company Limited (CPF) received 3 regional awards at “the 8th Asian Excellence Awards 2018”, Asia’s biggest investor relation award, reflecting its successful and excellent practices in financial management, investor relations and good corporate governance.

Corporate Governance Asia, a leading journal on corporate governance in Hong Kong and Asia, presented “Asia’s Best CEO” (Investor Relations) Award to Mr. Dhanin Chearavanont, CPF Chairman of the Board of Directors, “Asia’s Best CFO” Award to Mr. Paisan Chirakitchareern, CPF’s CFO, and the company also won the Best Investor Relations Company (Thailand) Award. The awards presentation were held at the 8th Asian Excellence Award 2018 held in Hong Kong on June 8, 2018.

The awards reflect the company’s highest standard in corporate governance, sustainable growth operation and also create sustainability to community and environment. The company also has been accepted confidence from its shareholders and stakeholders both domestic and international level.

In addition, the Asia’s Best CFO (Investor Relations) reflects CPF’s leadership and strong performance broader visions of its CFO in financial management and capital markets. The CFO still plays key role to drive the company stands on forefront in global market by creating value to both shareholders and stakeholders. It also emphasizes the company credibility and transparencies in the international arena.

The Asia’s Best Investor Relations Company Award has resulted from of CPF obliged to the highest standards of its information disclosure, while disseminating information to investors and other stakeholders with fairness and transparency. It also insists with the Stock Exchange of Thailand’s regulations.

Amidst the global economic changes and other forces, CPF still supervises its management with transparency and responsibility to achieve strong result operation and sustainable growth in the long run. This is to ensure the company adapts to cope with world trading trend and maximize value creation not only to shareholders but also community and surrounding environment.

CPF ready to digitalize broiler supply

Bangkok Post June 15, 2018

Charoen Pokphand Foods PCL (CPF) announced a digital transformation path that will revolutionize supply chain in Broiler business. Cloud technology and Big Data will play important roles in synergizing all CPF's business units together and improving the efficiency of operation from farms to fork.

CPF today signs a memorandum of understanding with US-based JDA software Co Ltd, a world-class supply chain and logistic developer, to revamp CPF's supply chain for Broiler business. This partnership aims at digitalizing the business from upstream to downstream, including stores, distribution centers, logistics, and manufacturing in a digital network, matching demand and supply continuously, at every point of the supply chain.

The big data analytic will play a big part in providing better trend forecasting, cross-functional planning and plant execution. Ultimately, it will result in cost saving, less environmental impacts and improved customer experiences.

Mr. Sooksunt Jiumjaiswanglerg, Chief Executive Officer (CEO) - Agro Industrial Business and Co-President at CPF, said implementing the best-in-class technology has always been one of the company's main strategy to increase the efficiency in management, manufacturing and stakeholder services. The company's products and services are well recognize in more than 30 countries that CPF exports.

"CPF has accepted to change to strengthen competitiveness in the world market. It is my honor to say that we are the first company in food sector of Thailand to make a Digital Supply Chain Transformation. The digitalization helps us to attain the finest and safest food quality as well as ensuring consumers that our products will be delivered in a timely manner," he said.

Mr. Prasit Boondoungprasert, Chief Operating Officer - Chicken Business and International Trade at CPF, explained that with the revamped supply chain, the company can integrated all units involved in broiler operation harmoniously.

The company will also reforms database structure at plant to be compatible with corporate strategic planning. The new structure will lead to better Sales and Operation Planning decision as well as more accurate and agile supply change management.

The digital transformation will start from the broiler business in Thailand and expand to the overseas business later on.

"As a leading integrated agro-industrial and food business, it is the upmost important for CPF to attain the best supply chain visibility to ensure our strength in our production and ensuring demand and supply planning accuracy. The digitalization is allowing us to improve our consumer experience, reducing risk, rightsizing inventory and reducing wastes," Mr. Prasit said.

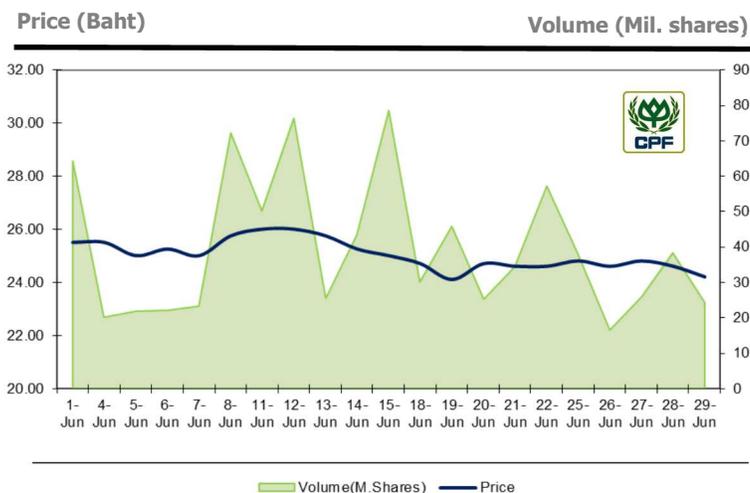
Mr. Prasit added that consumers' nowadays are becoming more and more cautious on food safety, contamination and other foodborne illnesses. The rightsizing inventory can reduce the risk of tainted supplies in a complex production line and enable the company to track every process accurately. The consumers can be confident that CPF's products are fresh and safe.

Mr. Amit Bagga, President of JDA Software in Asia Pacific Region suggested that it is necessary for organizations to digitalize supply change to bring the best capacity

"As consumers become more demanding and regulations get stringent, supply chains are becoming more complex with processing more intricate. To stay competitive and agile, organizations need to leverage supply chain technologies and accelerate their digital transformation," said Amit Bagga, President, Asia-Pacific, JDA.

"With the JDA solutions, CP Foods will now be able to direct and track every touch point along the way, move with agility, efficiency and control, while being a trusted, low-risk partner to its customers." He added.

Price Performances: CPF



June 2018	
Highest Price	26.75
Lowest Price	23.70
Closed Price	24.20
Average Volume/Day (Shares)	39,711,200

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