



Charoen Pokphand Foods Plc.

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Topics

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: C.P. expands quality food business - supporting growth in Vietnam
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CPF wins Thailand's Top Corporate Brand for 4 consecutive years

Bangkok Post, August 20, 2015



Professor Pirom Kamolratanakul M.D., (Right) President of Chulalongkorn University, presents Thailand's Top Corporate Brand Values 2015 Award in Food and Beverage Sector to **Mr. Vittavat Tantivess**, (Left) Executive Vice President of Charoen Pokphand Foods (PCL.) or CPF. CPF also won for this award for 4 consecutive years, organized by Chulalongkorn University. This event was held at The Stock Exchange of Thailand, Bangkok.

C.P. Expands Quality Food Business - Supporting Growth in Vietnam

Prachachat Thurakij , August 14, 2015

C.P. Vietnam steers forward making growth for food business in Vietnam from a well-built production base that has existed for more than 20 years. The expansion can support Vietnam's consumption growth that is continuously rising in its trend.

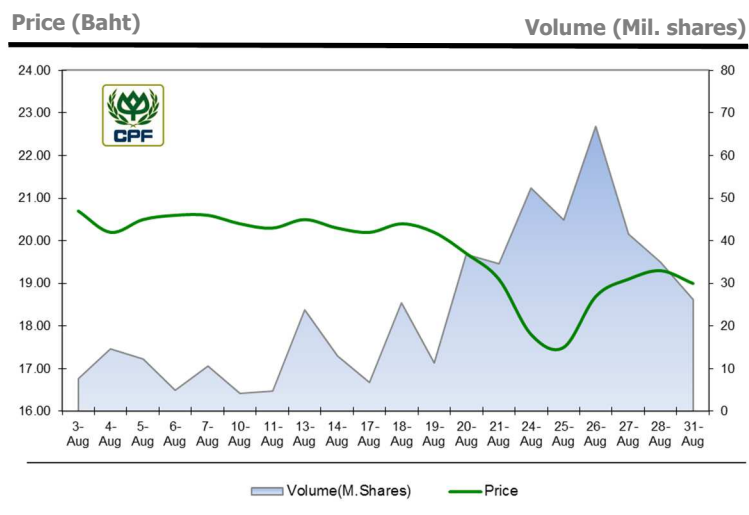
Mr. Montri Suwanpori, Managing Director of C.P. Vietnam Corporation Limited said that the Vietnam's trend of food consumption in the second half of 2015 is expected to have a better expansion comparing to the first half of 2015 according to the country's economic growth of which the forecast has been made that Vietnam's GDP this year will grow at 6.2. Moreover, The Vietnamese accept food brands from Thailand as model of manufacturing food with safety and quality. Thereby this is considered a good opportunity for the company to incessantly expand its food business in Vietnam in particular ready meal product business.

"Vietnam's ready meal business has tendency of growth as people in Vietnam tend to dine out and consume more ready meal. This is as a result of a bigger urban society and a more income and education of people. As Vietnam's economic growth is in a healthy condition with continuous foreign investment, C.P.'s investment direction this year will be emphasized more on ready meal business in order to enhance value for the product and develop its standard to an international level while the quality control system can be made backward throughout the production supply chain. According to C.P.'s vision of becoming "Kitchen of the World", this will be an aim of having food production base with safety and high quality serving consumers in Vietnam and worldwide," Mr. Montri said.

In 2015, C.P. Vietnam has a swine production of 4 million units, broiler chicken of 40 million units, 8,000 tons of shrimp, and Dory Pangasious Fish of 40,000 tons. Furthermore the company has 2 swine and chicken food processing factories in Ho Chi Minh City and Hanoi and 3 aquatic animal processing factories which can be categorized into 2 shrimp processing factories and 1 fish processing factory. Ever factory is equipped with latest technology machines along with safe and high quality manufacturing process certified with international standard serving worldwide markets.

C.P. Vietnam has planned to increase distribution channels namely Five Star Business, C.P. Fresh mart, C.P. Shop or Community Fridge in order to support company's ready meal business growth. This is the company's strategy of distributing ready meal food. In addition to distributing ready meal to modern trade channel and restaurant channel, the company aims that at the end of the year 2015, C.P. Vietnam will expand to 1,200 branches of Five Star food stalls countrywide from the previous 600 branches, 20 C.P. Fresh Mart branches previously from over 10 branches, and 300 branches of Community Fridges.

Price Performances: CPF



August 2015	
Highest Price	21.00
Lowest Price	16.90
Closed Price	19.00
Average Volume/Day (Shares)	26,300,000

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