



**Company News** : CPF gained Thailand's Top Corporate brand values 2012

**Price Performance** : CPF

## **CPF Gained Thailand's Top Corporate Brand Values 2012**



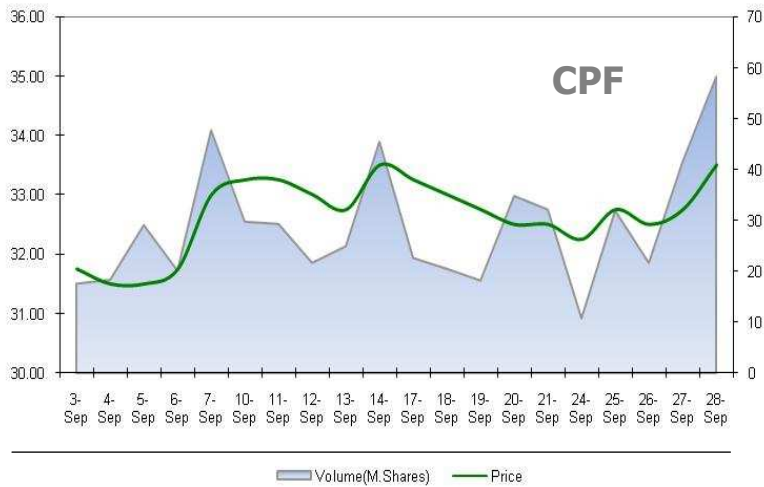
Mr. Teerasak Urunanon, Executive Vice President of Charoen Pokphand Foods PLC (CPF) announced that CPF had gained 'Thailand's Top Corporate Brand Values 2012' award on agricultural and food products sector from Chulalongkorn University. According to the research made by the university, the CPF corporate brand in 2012 is valued at 110,498 million baht, a hefty increase from 40,211 million baht in 2011.

The Award is based on the research titled "Thai Corporate Brand Valuation and Ranking" based on the registered 'CBS Valuation TM' which is the vital tool to reaffirm the company status on its corporate brand development for sustainability awareness.

Also, Prof. Dr. Guntalee Ruenron and Prof. Suppakorn Pattaratanakul from Faculty of Commerce and Accountancy, Chulalongkorn University, meanwhile said the research on 'Thai Corporate Brand Valuation and Ranking' was initiated with the aim to develop the tool to systematically evaluate the corporate brand value. The developed tool had been applied to value the corporate brands of the SET listed companies since 2010.

## Price Performances: CPF

Price (Baht) Volume (Mil. shares)



### September 2012

<b>Highest Price</b>	<b>34.00</b>
<b>Lowest Price</b>	<b>31.50</b>
<b>Closed Price</b>	<b>33.50</b>
<b>Average Volume/Day (Shares)</b>	<b>28,870,000</b>

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