



Charoen Pokphand Foods Plc.

Listed on the Stock Exchange of Thailand

Member of
Dow Jones
Sustainability Indices
Powered by the S&P Global CSA



Monthly Newsletter

Volume 24 Issue 09- September, 2024

Topics

- **News** : CPF CEO Shares Insights on Driving Thailand's Agriculture and Food business to Connect Globally : Unlocking the Success of 'Five Star': Grilled and Fried Chicken Fast Food Continues to Captive Consumers into Its 41st Year
- **Price Performances** : CPF

CPF CEO Shares Insights on Driving Thailand's Agriculture and Food Business to Connect Globally

Source: <https://www.infoquest.co.th/2024/428087>, 9th Sep 2024



Prasit Boondoungprasert, Chief Executive Officer of CP Foods, shared his experience at the seminar "Accelerate Thailand: Driving Thailand to Connect the World," held to celebrate the 17th anniversary of TNN Channel 16 at True Digital Park, West Wing, 3rd floor, Grand Hall.

Prasit mentioned that CP Foods started as a small seed-selling company, but its success came from a business model that emphasized quality and food security to build consumer trust. The company's vision is to become the "Kitchen of the World," creating innovative food products that promote good health and well-being, making consumers feel good after every meal.

Today, CP Foods exports to 50 countries, operates in 17 countries, and reaches approximately 4 billion consumers. The company operates under the business philosophy of CP Group's Senior Chairman, Dhanin Chearavanont, which is to contribute to the countries where CP Foods invests. Prasit cited examples of international products, such as chicken products exported globally, shrimp products like CP Foods' shrimp dumplings recognized as a global product by Costco in the UK, high-protein snacks, Thai Cube, and the Kitchen Joy brand, which has been successful in Scandinavia. Additionally, CP Foods has elevated its product offerings with innovative health-focused products, such as Cheeva pork, which contains Omega-3 in its fat, and Benja chicken, where innovation adds more nutritional value to every bite.

The company also places great emphasis on environmental sustainability. One of its key strategies is the commitment to achieving net-zero greenhouse gas emissions by 2050. CP Foods is the first food producer globally to have its greenhouse gas reduction target (FLAG) approved by the SBTi. Reaching this goal requires cooperation from SMEs that supply to CP Foods. The company has initiated the "SMEx Low-Cost, Earth-Friendly" project, part of the "Partner to Grow: Growing Together Sustainably" initiative, which builds on the Faster Payment project that provided financial liquidity to SMEs during the COVID-19 crisis. Another initiative, "CPF x BBL," helps small suppliers access low-interest funding, promoting sustainable business growth. According to Prasit, successful large companies must collaborate to help SMEs accelerate Thailand's economic growth together.



Furthermore, Prasit shared his vision of Thailand becoming a global hub, noting that the world sees Thailand as a top travel destination with globally recognized, delicious cuisine. He stressed the importance of Thai food gaining more global recognition, though this requires significant effort and collaboration. Prasit believes that if SMEs try to take on this challenge alone, it will be too slow. Therefore, he suggests that the government should work with private companies to establish food standards and branding. This would ensure that Thai products meet globally recognized standards of quality, safety, and cleanliness, creating a unique brand identity. Although this requires considerable investment and effort, it is a worthwhile long-term investment.

Another key factor is digital technology. Prasit emphasized that everyone in CP Foods must be digitally literate, as this is a crucial aspect of the business. He mentioned that CP Foods is extensively using AI and engineering to the best of its abilities. He believes that the government should provide support and incentives for engineering and innovation, as well as promote biotechnology. By doing so, industries can find mentors to help push the value chain forward, as businesses cannot succeed alone. In the end, success will come when everyone in the value chain thrives together.

Unlocking the Success of 'Five Star': Grilled and Fried Chicken Fast Food Continues to Captivate Consumers into Its 41st Year

Source : https://www.matichon.co.th/publicize/news_4796604 , 17th Sep 2024



When thinking of fast food, particularly grilled and fried chicken that has captured the hearts of Thai people for many years, "Five Star" of CPF Restaurant & Food Chain Co., Ltd. stands out as a brand that has been in the minds of consumers across generations for the past 40 years. This enduring affinity stems from its commitment to maintaining quality standards, pricing, and service, while advancing as a market leader in Thai fast food with a value-driven strategy that consistently delivers excellent offerings to consumers over generations.

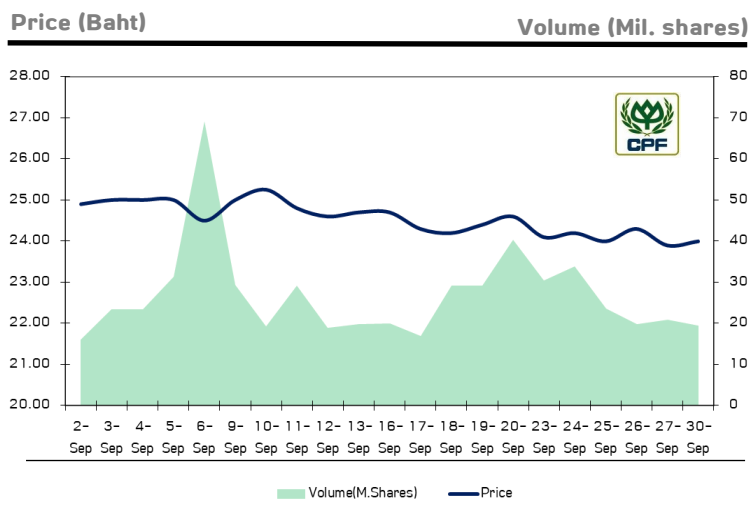
The "value" of "Five Star" signifies a steadfast dedication to creating a diverse range of quality menu items that precisely meet the needs of different consumer groups. This begins with top-tier production processes, including the careful selection of high-quality ingredients and meticulous preparation that never compromises on portion size. As a result, consumers enjoy delicious meals that are nutritionally beneficial with every bite. The brand emphasizes delivering "premium quality" at accessible prices while continuously introducing new strategies to enhance consumer experiences across all ages. This commitment has consistently allowed "Five Star" to maintain its market leadership in grilled and fried chicken. Currently, "Five Star" operates over 6,000 branches throughout Thailand and has expanded its value offerings to international consumers with more than 1,600 branches abroad.

Throughout the past 40 years, "Five Star" has also contributed to creating 'value' for restaurant operators by offering a franchise business model that enables individuals to establish stable income-generating careers while providing opportunities for sustainable business growth. With a comprehensive management system, franchisees can start their businesses professionally with lower investment compared to similar industries, supported by a strong team that helps mitigate business risks, allowing for a quick return on investment. This approach ensures satisfaction for both the stomach and the mind. Furthermore, the growth of "Five Star" franchisees contributes to delivering safe and delicious food to consumers and plays a significant role in driving community economic development.

Additionally, "Five Star" remains committed to being a consumer-friendly brand, regardless of economic fluctuations. It continues to stand by the Thai people, providing food that offers 'value' with high 'quality' at accessible 'prices'. The brand also prioritizes the health and quality of all consumers. In collaboration with Bangchak Corporation Public Company Limited (BSGF) and the Department of Health, "Five Star" is involved in the 'No Repeat Frying' campaign, promoting the use of fresh cooking oil and the proper disposal of used oil across all branches, fostering environmental friendliness. Used oil is sold to BSGF for conversion into sustainable aviation fuel (SAF), making it a fast food option that operates along a green pathway, prioritizing health and environmental conservation for consumers.

"In the face of increasing competition, 'Five Star's' unwavering commitment to providing 'value' to the Thai population ensures the brand's strong presence, dedicated to sustainably delivering 'quality food' to both consumers and operators."

Price Performances: CPF



September 2024	
Highest Price	25.50
Lowest Price	23.80
Closed Price	24.00
Average Volume/Day (Shares)	26,841,500

Charoen Pokphand Foods Plc.
Investor Relations Office
 15th Fl., C.P. Tower, 313 Silom Rd.
 Bangkok 10500, Thailand
 Telephone +662 638 2935
 Facsimile +662 638 2942
Email: iroffice@cpf.co.th

Please note that this document contains forward-looking statements, obtained from various sources, that are subject to a number of factors and uncertainties. CPF makes no representation and accepts no responsibility or liability as to its completeness or accuracy. The message is provided for informational purposes and should not be construed as a solicitation or offer to buy or sell any securities.

