



ASEAN-JAPAN YOUNG BUSINESS LEADER'S SUMMIT

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CHIEF INTERNATIONAL EXPANSION OFFICER
CP AXTRA PCL

15th DECEMBER 2023

THAILAND ECONOMIC OVERVIEW

ACCESS TO MARKET

- THE HEART OF ASEAN
- WELL-CONNECTED WITH CLMV
 - THAILAND : 69.8 M¹
 - CLMVT : 242 M¹
 - ASEAN : 661.8 M²

DIGITAL OUTLOOK

11% DIGITAL CONTRIBUTION TO GDP³

78% INTERNET PENETRATION¹

81% SOCIAL MEDIA USERS⁴



2ND IN ASEAN
LARGEST ECONOMY



3RD IN ASEAN
EASE OF DOING BUSINESS
WORLD BANK 2020



3RD IN ASEAN
IMD WORLD DIGITAL COMPETITIVENESS
IMD 2021



3RD IN ASEAN
GLOBAL TALENT COMPETITIVENESS
GLOBAL TALENT COMPETITIVENESS INDEX 2021



1ST IN ASEAN
SUSTAINABLE DEVELOPMENT PERFORMANCE
SUSTAINABLE DEVELOPMENT REPORT 2021

BEGINNING OF C.P. GROUP

**AIRPLANE
BRANDED SEED**

**THE ROOT OF
C.P. GROUP
BUSINESS**



**INNOVATION ON
QUALITY WARRANTY**

**“FARMERS
ARE OUR PARTNER”**

- INTRODUCED NEW PRODUCTS
- PROVIDED EXPIRATION DATES
- OFFERED PRODUCT EXCHANGE

**REFLECTING
INTEGRITY
& HONESTY**



YEAR 1950

ABOUT C.P. GROUP

ห้างเจียไต๋จำกัดการือบิน
司公籽種莊大正

1953

CHAROEN POKPHAND FEEDMILL



1921

CHIA TAI
'AIRPLANE'
(RUA BIN)



1979

'1st Foreign Investor: No.001'
THE FIRST FOREIGN COMPANY
IN CHINA



1970

CHICKEN
INDUSTRIALIZED
FARMING
SYSTEM



1976

C.P. GROUP
DOMESTIC &
INTERNATIONAL



1988

'7-Eleven'
CHESTER GRILL



1989

MAKRO
VINYTHAI
makro
VINYTHAI



VINYTHAI

1990

TELECOM
ASIA



1994

LOTUS
SUPER CENTER
Lotus
SUPERCENTER



1997

LOTUS
SUPERMARKET
LOTUS
卜 蜂 莲 花



ABOUT C.P. GROUP

2012

2007 PING-AN & PINGKU

PANYAPIWAT
THAILAND'S
FIRST WORK-BASED
LEARNING ACADEMIC
INSTITUTION

中国平安
PINGAN
保险·银行·投资



2003



**CHICKEN MEAT
PRODUCTION CETER
ASIA'S LARGEST
& MODERN
NAKHON RATCHASIMA**



2011

3G
850 MHZ
TRUEMOVE H



2013

4G &
MAKRO

2100 MHZ
TRUEMOVE H



makro

2015

ITOCHU
CITIC



2016

ASCEND
ANT FINANCIAL
TOPS FOODS
WESTBRIDGE FOODS GROUP
PAULSEN FOODS GmbH
BELLISIO FOODS
LARGEST THAI INVESTMENT IN US.



2021

MERGED
MAKRO &
LOTUS'S
makro

Lotus's

2020

AQUIRED
LOTUS'S
THAILAND
MALAYSIA

Lotus's

2023

CP AXTRA
CP AXTRA

TRUE DTAC
AMALGA-
MATION

true | **dtac**

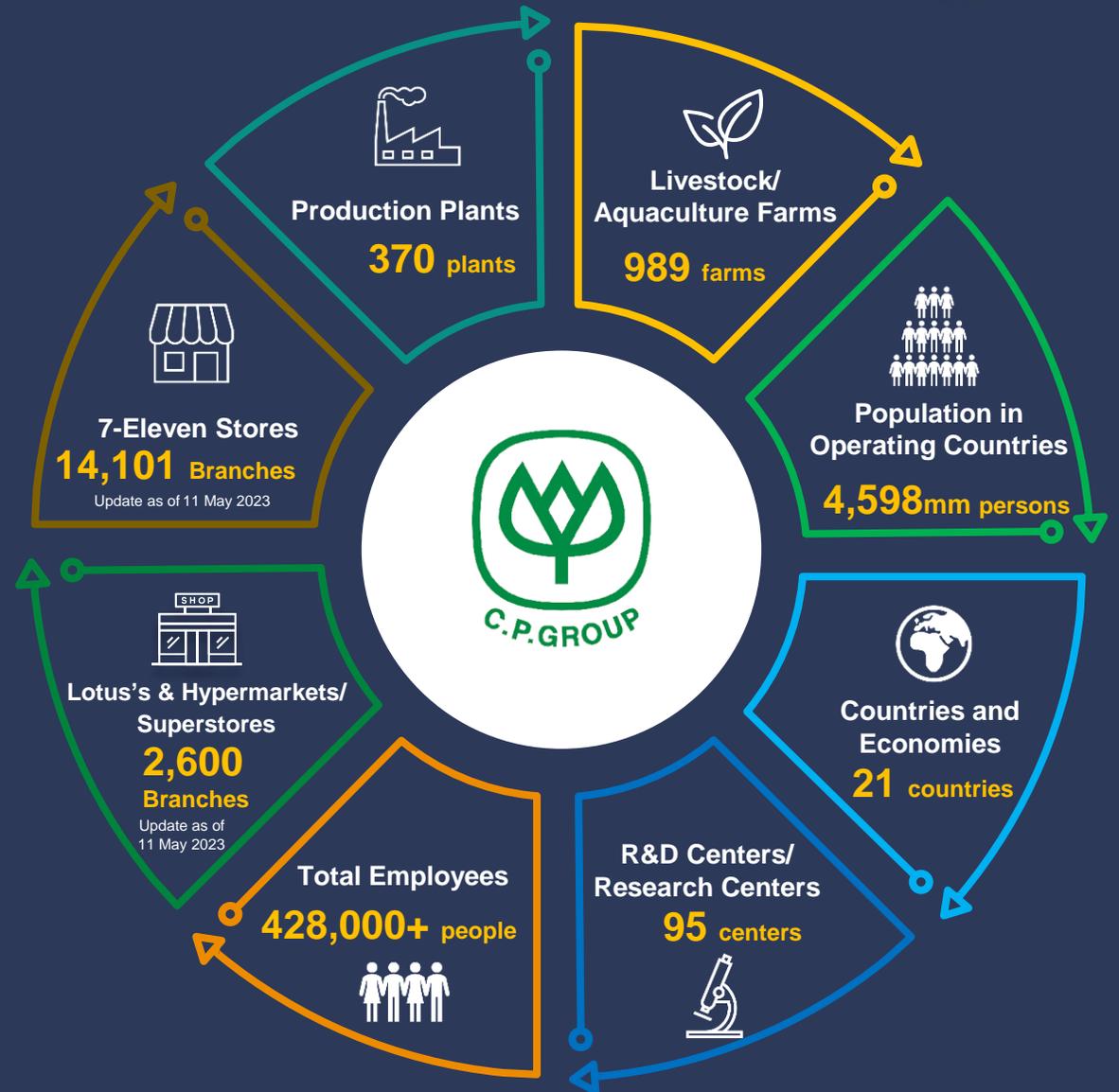
OUR GLOBAL PRESENCE

21 COUNTRIES (Y2022)



8 BUSINESS LINES

1. AGRO FOOD
2. RETAIL & DISTRIBUTION
3. TELECOM & MEDIA
4. PHARMACEUTICAL
5. PROPERTY DEVELOPMENT
6. AUTOMOTIVE & PARTS
7. E-BUSINESS
8. FINANCE & INVESTMENT



OUR VISION

TO BE A LEADING TECH AND INNOVATIVE CONGLOMERATE, PROVIDING FOOD FOR BOTH BODY AND MIND, THAT CREATES SHARED VALUE AND BRINGS HEALTH AND WELL-BEING FOR ALL.

OUR VALUES

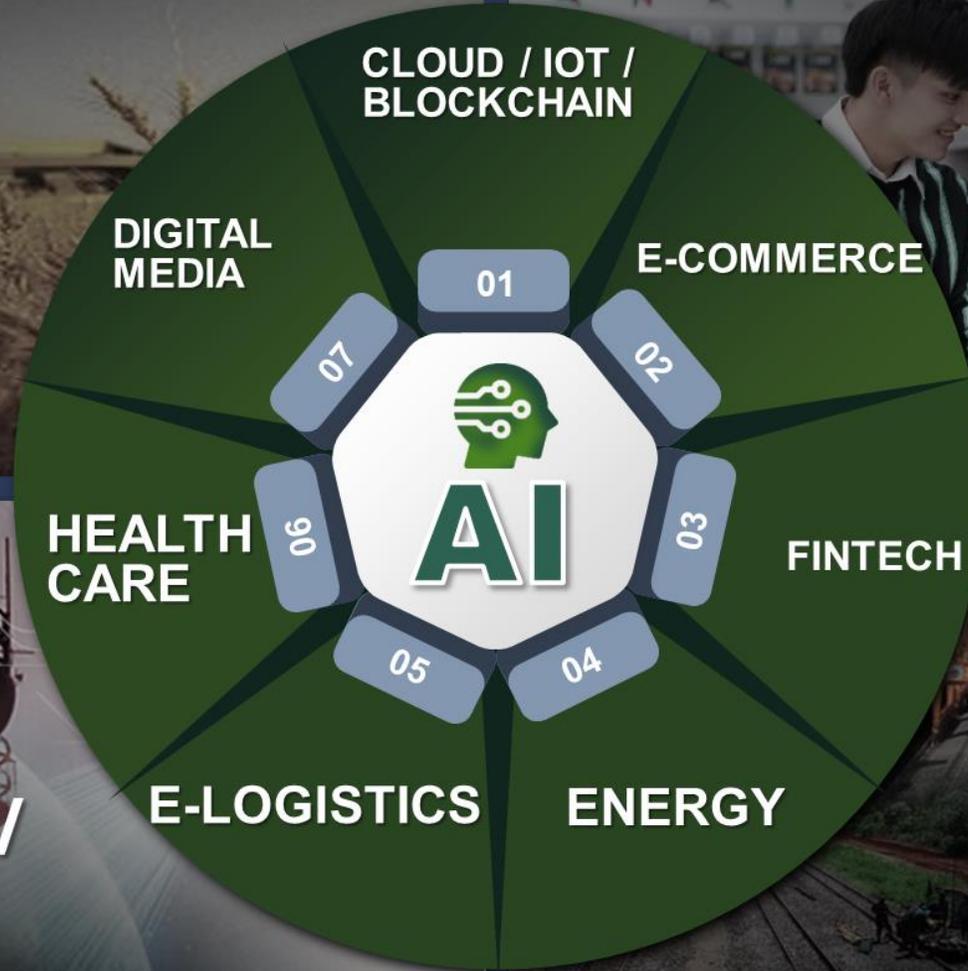
- 1. THREE BENEFITS**
- 2. SPEED WITH QUALITY**
- 3. SIMPLIFICATION**
- 4. ACCEPT CHANGE**
- 5. INNOVATE**
- 6. INTEGRITY**



C.P. GROUP CORE BUSINESS & STRATEGY

AGRO & FOOD

RETAIL & E-COMMERCE



TELECOM / TECH / NEW S-CURVE

INFRASTRUCTURE / REAL ESTATE DEVELOPMENT

PEOPLE / ETHICS / VALUES

CP CONSTANTLY DRIVES FOR NEW BUSINESS CHALLENGES

EMPOWER NEW GENERATION TO TACKLE NEW CHALLENGES,
OPERATE LIKE A STARTUP



C.P. RANK 3RD GLOBAL SUSTAINABILITY BY DJSI



2015:

SOCIAL CONFIDENCE CRISIS

- DEFORESTATION FOR CORN PLANTING
- MODERN SLAVERY IN THE FISHERY VALUE CHAIN
- TRANSPARENCY



2016:

SET UP

- CORPORATE GOVERNANCE COMMITTEE
- SUSTAINABILITY GOVERNANCE AND CORPORATE COMMUNICATION COMMITTEE



2016:

ANNOUNCEMENT OF THE GROUP'S SUSTAINABILITY STRATEGIES AND GOALS FOR 2020



2017:

- CPF, CP ALL AND TRUE JOIN DJSI FOR THE FIRST TIME (CPF SINCE 2015)
- CONNEXTED



2018:

OFFICIAL LAUNCH OF "GLOBAL COMPACT NETWORK" IN THAILAND



2021:

ELECTED AS 1 OF 38 GLOBAL COMPACT LEAD



2021:

- ETHICAL COMPANIES IN THE WORLD BY ETHISPHERE



THE GROUP WAS RANKED 3RD IN SUSTAINABILITY IN THE CONGLOMERATE CATEGORY BY DJSI

CPG 2030 SUSTAINABILITY FRAMEWORK



TO BE A LEADING TECH AND INNOVATIVE CONGLOMERATE, PROVIDING FOOD FOR BODY AND MIND THAT CREATES SHARED VALUE AND BRINGS HEALTH AND WELL-BEING FOR ALL

THREE-BENEFIT PRINCIPLE

SUFFICIENCY ECONOMY PHILOSOPHY	C.P. EXCELLENCE MANAGEMENT APPROACH	THE 10 UNGC PRINCIPLES 17 UN SDGS & UNGP	REGULATIONS AND STANDARDS
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HEART: LIVING RIGHT

- CORPORATE GOVERNANCE
- HUMAN RIGHTS & LABOR PRACTICES
- EDUCATION & INEQUALITY REDUCTION
- LEADERSHIP & HUMAN CAPITAL DEVELOPMENT
- CYBER SECURITY & DATA PROTECTION

HEALTH: LIVING WELL

- HEALTH & WELL-BEING
- SOCIAL IMPACT & ECONOMIC CONTRIBUTION
- FOOD SECURITY & ACCESS TO NUTRITION
- INNOVATION
- STAKEHOLDER ENGAGEMENT

HOME: LIVING TOGETHER

- CLIMATE RESILIENCE
- CIRCULAR ECONOMY
- WATER STEWARDSHIP
- ECOSYSTEM & BIODIVERSITY PROTECTION
- RESPONSIBLE SUPPLY CHAIN MANAGEMENT

ENABLED BY PARTNERSHIPS, CAPABILITY, AND CULTURE OF SUSTAINABILITY

IN 2023, C.P GROUP MAINTAINS LEADERSHIP IN THE GLOBAL SUSTAINABILITY (DJSI)



3RD RANK

**INDUSTRIAL
CONGLOMERATES**

**2 CONSECUTIVE
YEARS IN 2022**



1ST RANK

**FOOD
PRODUCTS**

**AND IS A MEMBER
9 CONSECUTIVE
YEARS**



2ND RANK

**FOOD & STAPLES
RETAILING**

**AND IS A MEMBER
7 CONSECUTIVE
YEARS**



1ST RANK

**TELECOM
SERVICES***

**6 CONSECUTIVE YEARS
AND IS A MEMBER
7 CONSECUTIVE
YEARS**

THAI – JAPANESE 135 YEARS OFFICIAL RELATIONSHIP

- JAPAN IS 1st FOREIGN INVESTOR IN THAILAND (6,000 FIRMS; 1/3 OF FOREIGN INVESTMENTS)
- 78,431 JAPANESE RESIDING IN THAILAND AND 54,618 THAI RESIDING IN JAPAN
- RELATIONSHIP BETWEEN THE IMPERIAL FAMILY OF JAPAN AND THE ROYAL FAMILY OF THAILAND
- TRADE AGREEMENT: JTEPA, AJCEP AND RCEP



ROCK THAILAND #5



- BUILD UP JAPANESE STARTUP PLATFORM AND LEVERAGE JAPANESE TECHNOLOGIES IN CP ECOSYSTEM
- >10,000 STARTUPS IN 2022
- 6.1856 BN USD OF JAPAN STARTUP FUNDING 2022 (1.8 BN USD FOR DOMESTIC)
- 11 UNICORNS MEMBERS



YASUTOSHI NISHIMURA
MINISTER OF ECONOMY,
TRADE AND INDUSTRY



THANK YOU



Global Compact
LEAD
2021 PARTICIPANT



Listed as No. 3 in IDD
sector 2021

S&P Global



CPALL **true**

Member of
**Dow Jones
Sustainability Indices**

Powered by the S&P Global CSA

true

World No. 1 leader
in sustainability
development

CPALL

Listed as No. 1 leader in
FDR sector



Listed as member for 7th
consecutive years, in
FOA sector

makro

1st time ranked
in S&P ESG indices



Sustainable
Business
Awards

CRRA
CRReportingAwards'22



<https://www.cpgroupglobal.com/sustainability>