

Outline of the applicant organization

Organization Information CPRAM Co., Ltd., one of the affiliated companies in Charoen Pokphand Group, produces and distributes ready to eat foods and bakery. CPRAM is aspired to deliver delicious food with safety and nutritional value by focusing on developing quality foods based on world class production standard with its own Research & Development Department. Our business covers OEM production for leading international brands and development of our own brand. The company was established on 1988.



Figure 1-1 Relationship between CPRAM and Charoen Pokphand

- **CPRAM's Objective:** Production and distribution of quality foods that are safe according to international standard in order to respond to consumers' need that requires convenience and speed due to modern lifestyle.
- **Business Philosophy:** "Foods are essential for life. Quality foods mean quality life. CPRAM commits to serve quality foods with safe, nutritious and pleasure for consume that make our world vitally healthy.
- **Products** from CPRAM's ready to eat food business include over 460 sku's of quality products from our own production and distribution.

Product Group and Production Capacity

1. Frozen Fully Fried Products such as Fried Spring Rolls, Money Bags and Shrimp on Toast are under "JADE DRAGON" brand.
2. Frozen/Chilled Ready Meal Products such as Stir Fried Pork with Basil Leaves, Crab Fried Rice, Shrimp Tom Yum under "DELI THAI" brand and other frozen and chilled ready meals under "EZYGO" and "7-Fresh" brands.
3. Frozen Steamed Products such as steamed shu mai, steamed buns and shrimp dumpling under "JADE DRAGON" brand.
4. Frozen Grilled Products such as pork patties and chicken patties under "Delicasia" brand.
5. Onigiri & Sushi Products such as Japanese ready meals for examples of salmon teriyaki onigiri, flying fish roe with mayonnaise onigiri, crab stick with flying fish roe sushi.
6. Other Products such as desserts, sauces, trading products and water.

12 December 2017 combining ready to eat food business and bakery business with the purpose of preparation for next 5 years business transformation. The new structure is as shown in Figure 1-2 CPRAM Organization Structure.

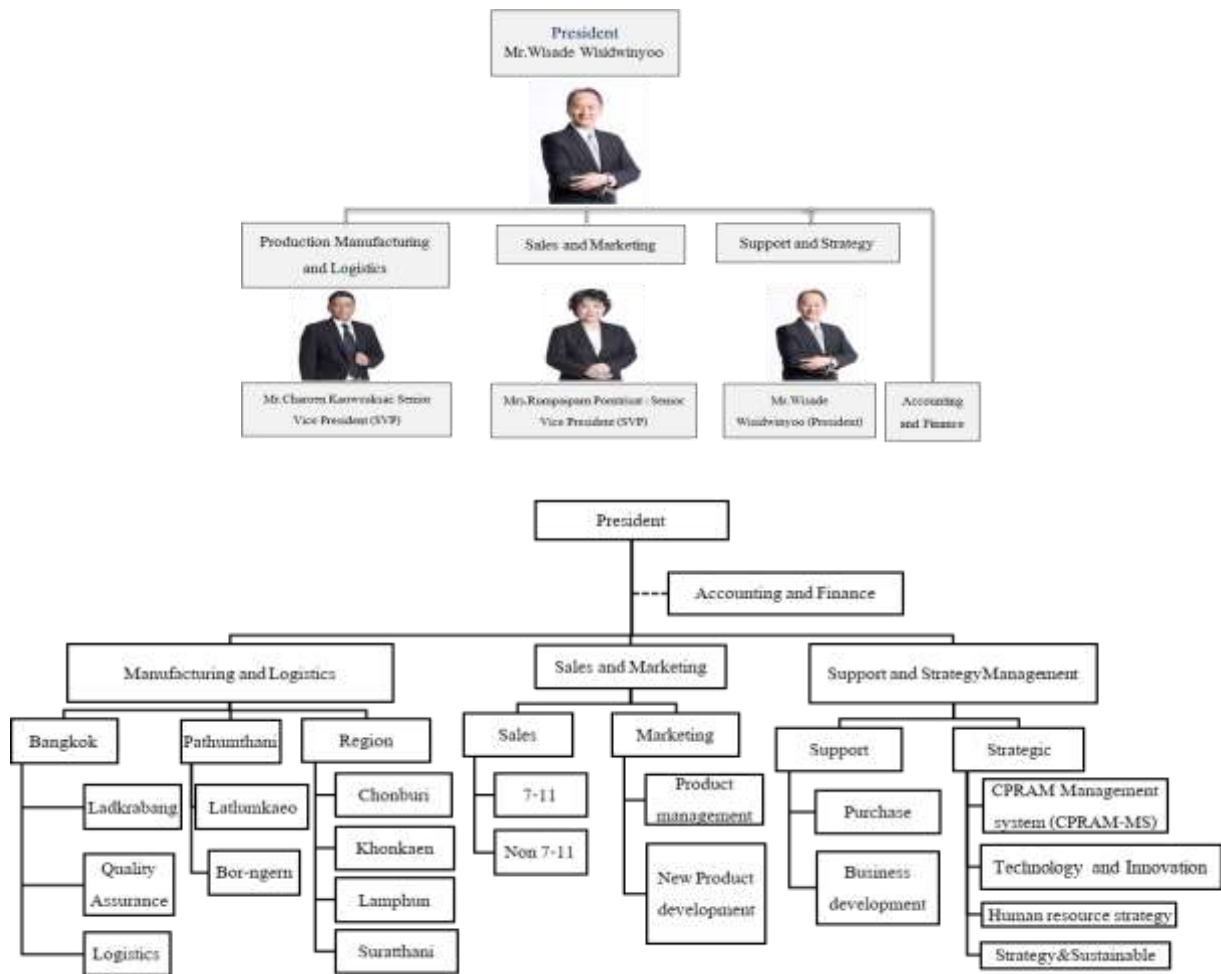


Figure 1-2 CPRAM Organization

CPRAM has 600 million Baht registered capital. Thai domestic market for ready to eat foods has higher than 15% growth per year in which CPRAM has distributed through modern trade with the sales value of approximately 10,000 million Baht per year. This is considered to be the highest growth especially in 7-Eleven in which CPRAM is the leader in market. In present, CPRAM has proportion of domestic sales at 90% and export 10%. Now CPRAM has total sales value of about 11,000 million Baht per year. The delivery mechanism for domestic customers will be achieved by outsourcing reefer vehicles which transports products directly to store branches for each modern trade customers such as 7-Eleven, Makro, Jiffy, Tesco and Big C. For export market, the products will be delivered in container (-18 °C) by ocean vessel to major distributors in many countries around the world.

CPRAM Co., Ltd., one of the leaders in world standard food provider, detailed the business direction of “CPRAM Transformation Roadmap” to announce the potential development plan for becoming a leading food provider and food innovation in the country and in Asia.



Figure 1-3 CPRAM Transformation Roadmap