

Century Pacific Food (PSE: CNPF)



MULTI-BRAND, MULTI-PRODUCT PORTFOLIO



#1 Canned Tuna & Corned Beef Brand

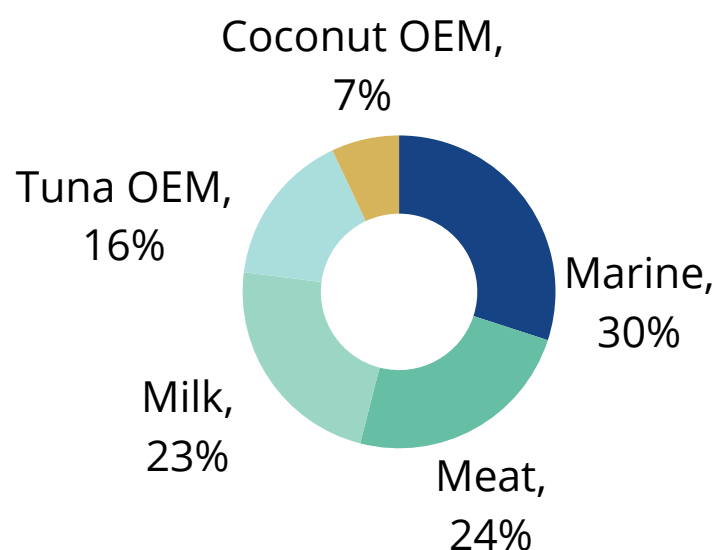
Fastest Growing Milk Powder Brand

One of the Leading Exporters of Tuna & Coconut OEM

for the Philippines

Source: Nielsen

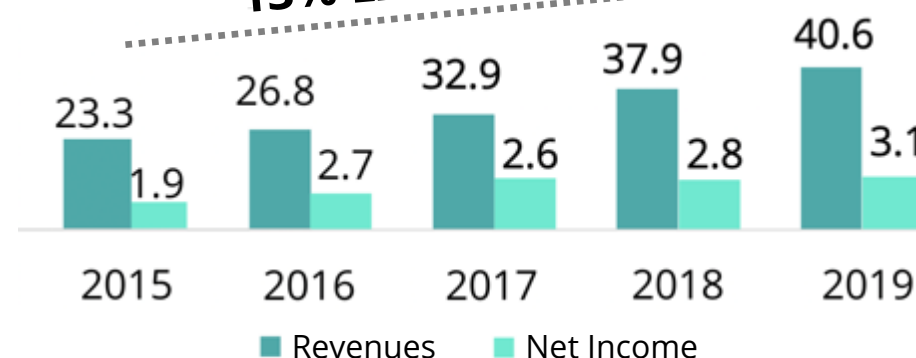
2019 REVENUE MIX



FULL-YEAR FINANCIALS

In PHP Bill

15% REVENUE CAGR
13% EARNINGS CAGR



Company Overview

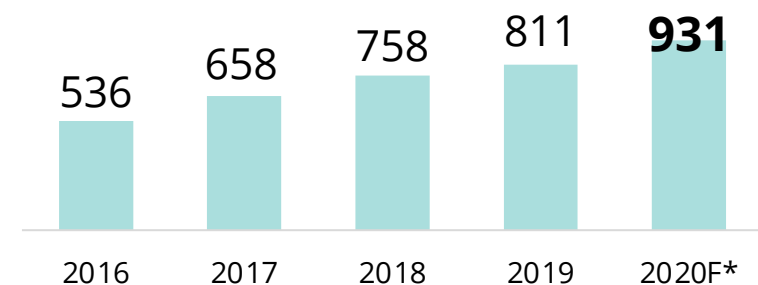


SNAPSHOT

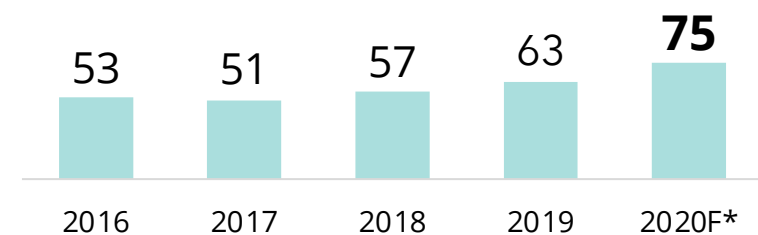
- **Century Pacific Food, Inc.** is one of the largest branded food companies in the Philippines. It is primarily engaged in the manufacturing, marketing, and distribution of processed marine, meat, milk, and coconut products.
- The Company's own brands hold market-leading positions locally and are growing their presence abroad. Further, the Company also operates as one of the Philippines' leading providers of private label tuna and coconut products for export overseas.
- **Vision:** To be a sustainable and responsible global company of entrepreneurs that nourishes and delights its customers with healthier food and beverages through manufacturing excellence, nutrition expertise, trusted brands and passionate people.
- **Production Facilities:** 6 manufacturing facilities across the Philippines strategically located adjacent to supply sources (Tuna and Coconut in General Santos City, Meat in Laguna City, Dairy in Taguig City, and Sardines in Cavite and Zamboanga City)
- **Key Management:** Christopher T. Po - Executive Chairman, Teodoro T. Po - President & CEO, Gregory H. Banzon - Executive Vice President & COO, Edwin C. Africa - Senior Vice President & General Manager, Oscar A. Pobre - Vice President & CFO

FULL-YEAR FINANCIALS

Revenues (In USD Mill)

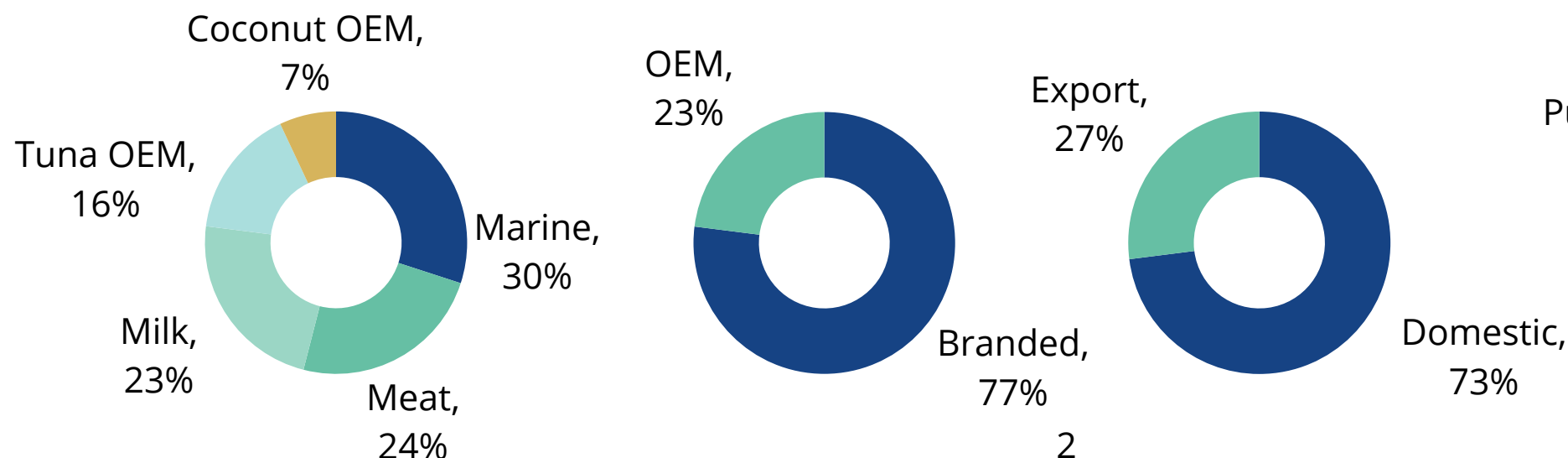


Net Income (In USD Mill)

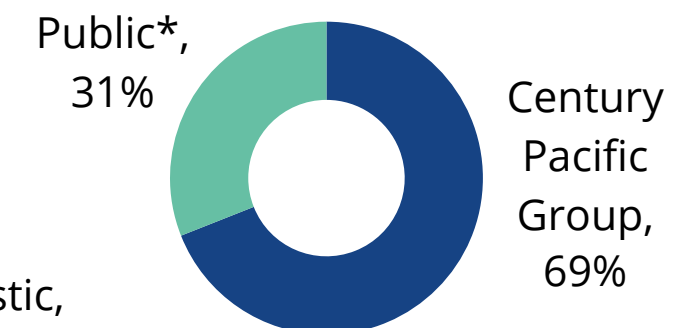


*Consensus of active brokers

2019 REVENUE BREAKDOWN



OWNERSHIP STRUCTURE



*Includes GIC's 7% ownership

Company Milestones



Proven track record in brand building



Company Milestones

Robust Product Innovation Pipeline



**Birch Tree
Fortified**

2016



**Argentina
Corned Chicken**



**Birch Tree
Fortified Choco**

2019



**Coco Mama
Coconut Cream**

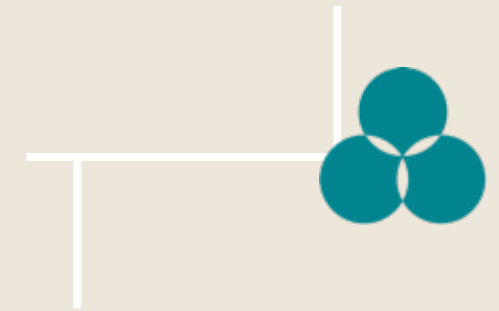


**Birch Tree
Fortified Adult**

2020

Company Milestones

Recognized for excellence



Century Tuna and Argentina
2011-2013, 2015-2016



Marketing Company of the Year
2011

Gregory Banzon
Marketing Excellence
2014

Outstanding Achievement
in Export Marketing
2018



Asia Marketing Federation

Asia's Marketing
Company of the Year
2016

ASIAMONEY

Philippines' Best Managed
Small Cap Company
2016



Gregory Banzon
Communication Excellence
2017

FinanceAsia

Philippines' Best
Mid Cap Company
2017-2018



Family Business Award
Country & ASEAN Winner
2018



Asian Export Awardee
Processed Food
Large Corporate Category
2018



Best in Sector
Consumer Staples Finalist
2018
Best in Country
Philippines Finalist
2019



1000 High-Growth
Companies Asia Pacific
2018

500 High-Growth
Companies Asia Pacific
2020



Century Tuna
Brand of the Year
Philippine Seafood Category
2019

Institutional
Investor

Philippines' Most
Honored Company,
Philippines' Third
Best CEO (Teodoro Po)
2020

Company Milestones

Stock & Investor Relations Highlights



**Initial Public Offering
Best Deal in the Philippines
Asset Publishing & Research Ltd.**
2014



**Philippine Small Cap Index
MSCI**
2016



**Small Cap & All Cap Indices
Asia Pacific
FTSE**
2017

FinanceAsia

**Philippines' Third Best
at Investor Relations
Finance Asia**
2018

**Institutional
Investor**

**Philippines' Third Best
Investor Relations Professional
Institutional Investor**
2018



**Certificate for Excellence
in Investor Relations
IR Magazine Awards
South East Asia**
2018



Award winner
South East Asia 2019

magazine

**Best Overall Investor
Relations (Small Cap), Rising
Star (Giovanna Vera), Best
Investor Relations Officer
Finalist (Small-Mid Cap)
IR Magazine Awards
South East Asia**
2019

**Institutional
Investor**

**Philippines' Best Investor Relations
Program, Best Investor Relations
Team, Best Investor Relations
Professional (Giovanna Vera)
Institutional Investor**
2020



INVESTMENT HIGHLIGHTS

Investment Highlights



1

Market Leadership

- Dominates the canned fish and canned meat categories locally* with a growing presence in milk
- Company's brands are the brands of choice for Filipino consumers

2

Multiple Brands and Products

- A broad product portfolio catering to different tastes and needs to capture a larger share of consumers' wallet and stomach
- Diversification of risk and input price exposures

3

Strong Focus on Marketing and Innovation

- Innovative marketing campaigns to create must-have and aspirational brands
- Strong R&D process to launch products and improve profitability

4

Extensive Market Penetration and Distribution

- Products available in 973,000 points of sale locally*
- A growing network of food service and international accounts

5

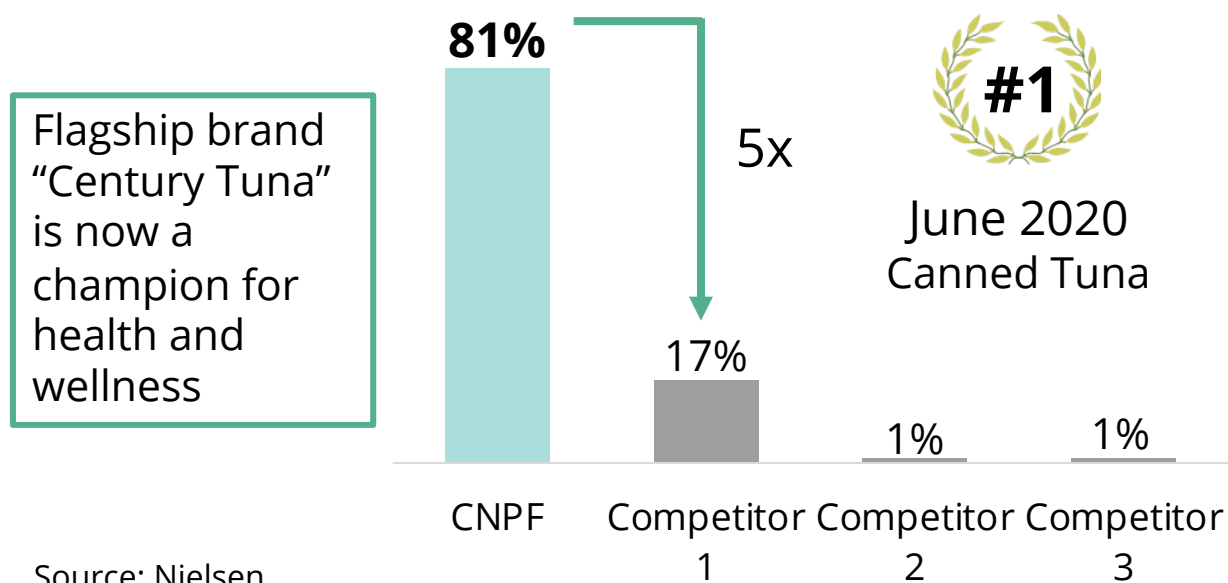
Trusted Partner for International Customers

- Long-standing relationships with large international private label customers, initially just for tuna but now also for various coconut products
- One of the Philippines' largest exporter of tuna and various coconut products

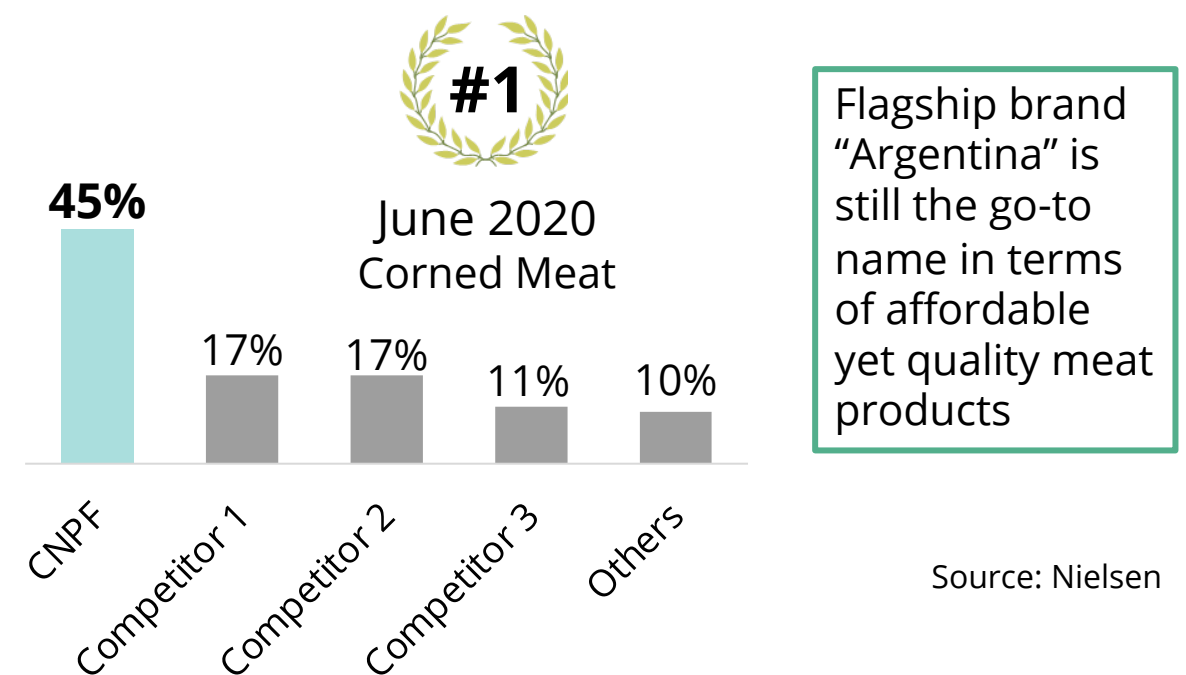
1 Dominant Market Leadership in Ambient Food in the Philippines



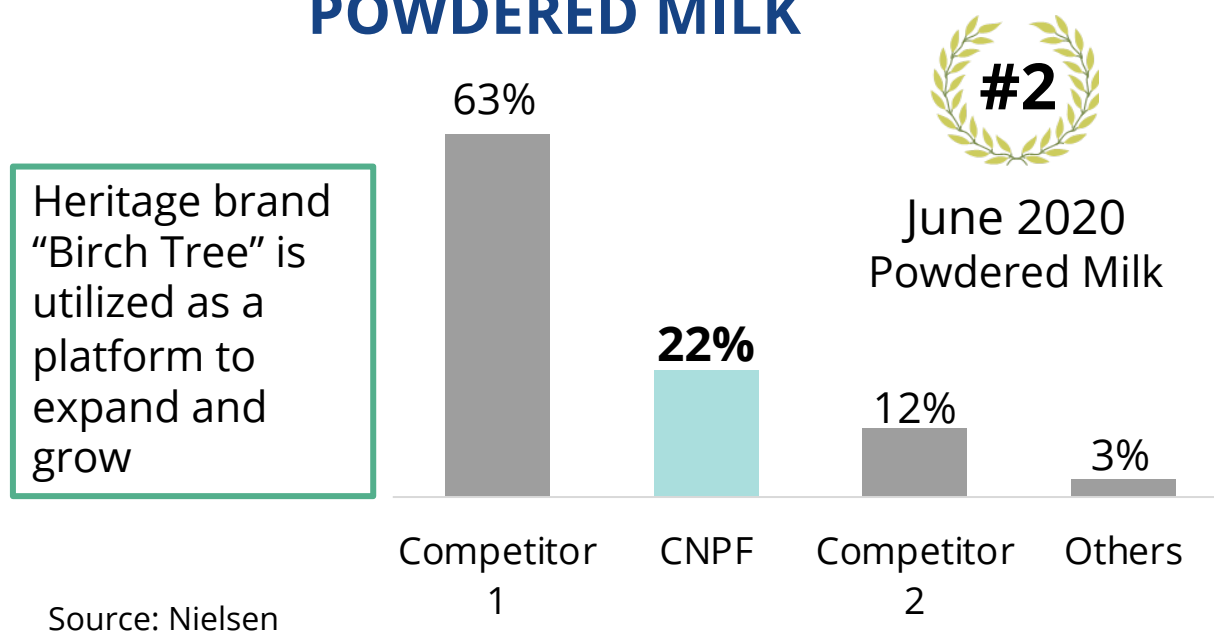
PRIMARY DRIVER OF CANNED TUNA CONSUMPTION DOMESTICALLY



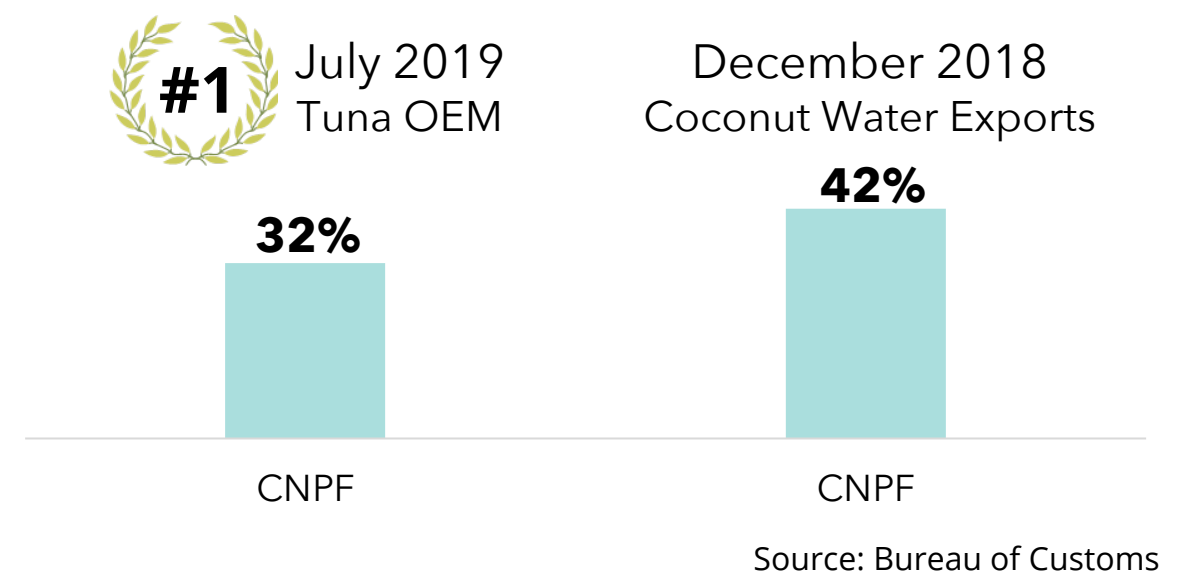
MARKET LEADER IN CORNED MEAT



MARKET SHARE GAINS IN POWDERED MILK



AMONG THE LEADING EXPORTERS OF TUNA AND COCONUT OEM



2 Multiple Brands and Products Catering to All Consumers

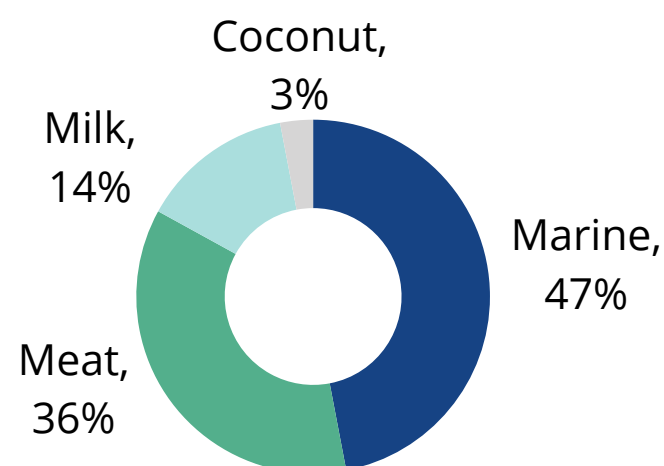


Diverse product portfolio catering to a broad customer base and different customer tastes and needs

Positioning	Value for Money	Mass Market	Affordable Premium
Marine	 	  	 
Meat	 	 	  
Milk	 	 	

COMPANY PORTFOLIO AS OF END 2019

**219
SKUs**



SIGNIFICANT BENEFITS OF A MULTI-BRAND, MULTI-PRODUCT PORTFOLIO

- Catering to a broad customer base through multiple brands and capturing a larger share of the consumers' wallet and stomach through multiple segments and products
- Increased bargaining power with suppliers and distributors
- Diversification of risk and facilitate brand consolidation play

3 Strong Focus on R&D-Driven Innovation and Marketing



INNOVATIVE MARKETING CAMPAIGNS



Enhancing brand recognition through active and targeted marketing and promotional campaigns

- Continuous launching of new products and improvements in profitability made possible through intensive R&D
- Promotions capitalize on healthier lifestyles
- Intuitive and appealing ad campaigns employ celebrity endorsers to create must-have and aspirational brands

4 Extensive Market Penetration and Distribution Network



145k

Total Philippine Outlets Serviced by CNPF

973k

Total Philippine Outlets CNPF Products are Available in
Source: Nielsen

Availability Equivalent to
84%
of All Points of Sale in the Philippines

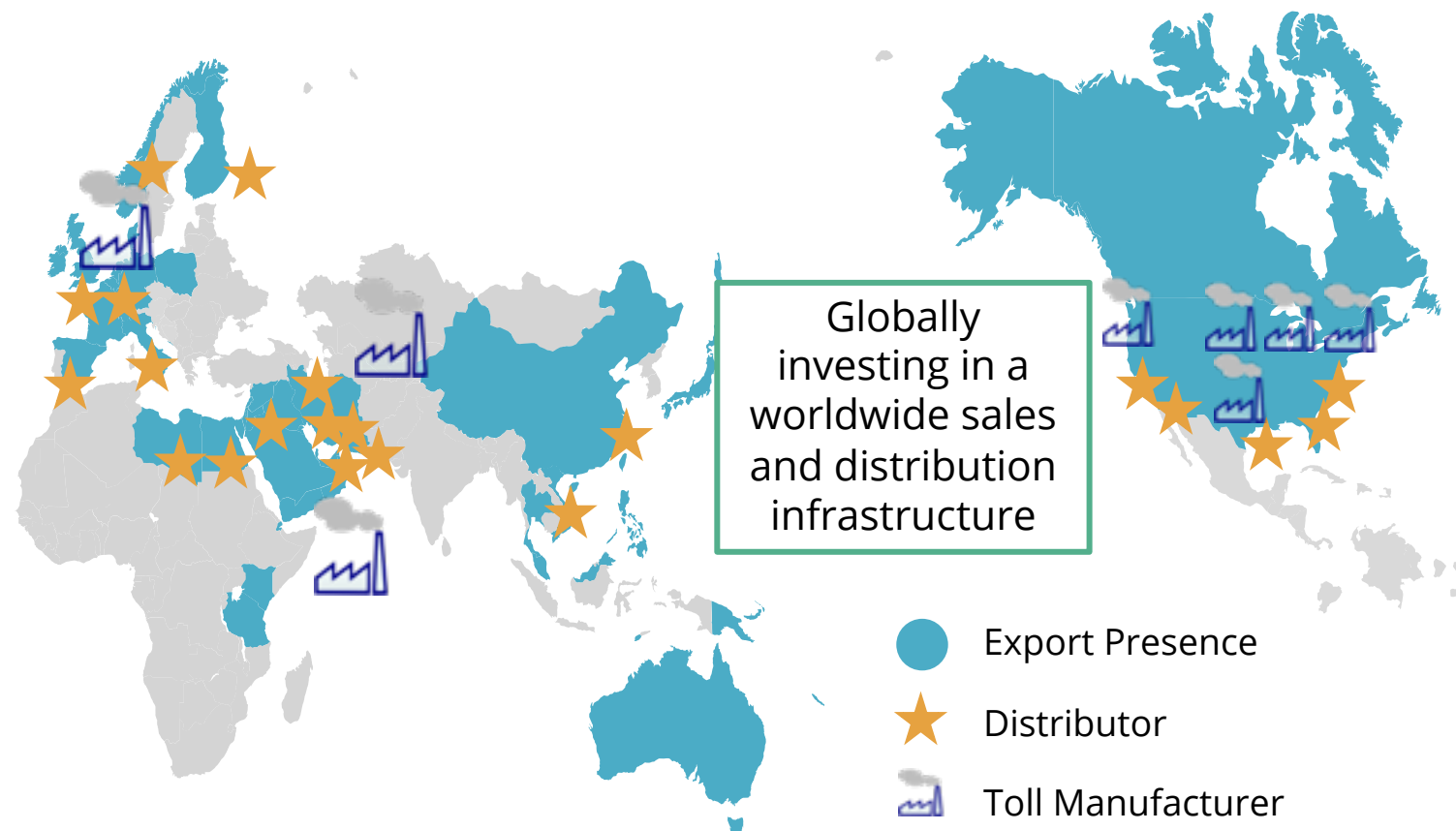
16

Offshore Toll Manufacturers for CNPF Products

81

Countries CNPF Products are Available in

GLOBAL SALES AND DISTRIBUTION NETWORK



AVAILABILITY OF BRANDED PRODUCTS

Walmart

Carrefour

SEAFOOD CITY

SAFEWAY

99 RANCH MARKET

Spinneys

جيان Géant

Choithrams
full of goodness

5 Trusted Partner for Customers Around the World



Works closely with long-standing international partners to produce private label products for sale in international markets

TUNA OEM CERTIFICATIONS



COCONUT OEM CERTIFICATIONS



FORECASTED INDUSTRY GROWTH OF COCONUT PRODUCTS*

Coconut Milk/Cream	Coconut Water	Desiccated Coconut	Virgin Coconut Oil
15-20%	12-20%	9%	8-12%

*2019-2023

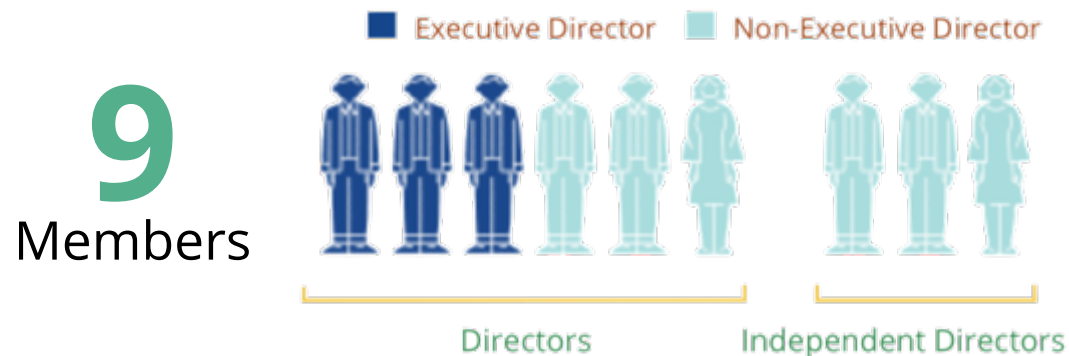
**Source: Trade Press, University of Asia & the Pacific

Our Experienced and Dedicated Management Team



Highly experienced professionals in their respective areas of expertise; governance mantra of recruiting the best home-grown or external talent

BOARD COMPOSITION



4 Committees

- Audit Committee
- Board Risk Oversight Committee
- Corporate Governance & Sustainability Committee
- Related Party Transactions Committee

CHRISTOPHER PO
Executive Chairman

- 9 years of experience as Management Consultant at McKinsey, Managing Director at Guggenheim Partners, and Corporate Planning Head at JG Summit

TEODORO PO
President & CEO

- 27 years of experience in running various business units of Century Group; Designed, built, and managed several factories of the group

GREGORY BANZON
EVP & COO

- 22 years of experience in various general management, marketing, and sales roles including VP - Marketing of Johnson & Johnson ASEAN, Country General Manager of Johnson & Johnson Indonesia, and General Manager at RFM

EDWIN AFRICA
SVP - GM Meat

- 22 years of experience in general and brand management roles in the Philippines, Taiwan, Thailand, Singapore, Malaysia, and China
- Procter & Gamble from 1991 to 2001, Nippon Paint from 2001 to 2004, and Pepsico from 2005-2012

OSCAR POBRE
VP & CFO

- 23 years managing the corporate finance, treasury, accounting, and controllership at Century Group of Companies
- 17 years of experience in finance functions at RFM, Cosmos, Dole, and Meralco

CEZAR CRUZ
VP - GM Sardines

- 29 years of experience in various technical, operations, and business development roles at San Miguel and RFM
- President of the Sardine Association of the Philippines

RONALD AGONCILLO
VP - GM Milk & Mixes

- 19 years of experience in various national sales management, engineering, and logistics roles at Unilever Philippines and Indonesia, 3M, Shell, Cadbury, and San Miguel

NOEL TEMPONGKO
VP - GM Coconut

- 27 years of experience in various general management roles in fast-moving consumer goods companies including San Miguel Yamamura Packaging Corp and The Purefoods-Hormel Company Inc.

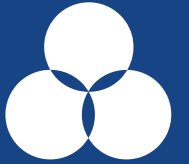
TEDDY KHO
VP - GM Tuna OEM Exports

- 21 years of experience in various management, operations, and technical roles including President and General Manager of San Miguel Foods Vietnam and Plant Manager of San Miguel Hoecheong

WILHELMINO NICOLASORA
VP - Domestic Sales

- 9 years of experience in sales management roles at Unilever Philippines, PepsiCo International, and Kimberly-Clark Philippines and Thailand

Strategic Priorities



1



Reinforce current businesses and brands to deliver quality and value-for-money products that generate attractive returns through responsible sourcing and operational excellence

2



Strengthen the organization that attracts, nurtures, and retains passionate and high performing corporate entrepreneurs and teams who live balanced lives

3



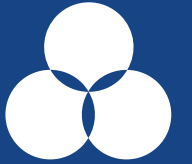
Pioneer the development of healthier and tastier food and beverages that consumers love and trust through latest credible nutrition science and effective branding

4



Scale up the business across the globe by creating consumer and customer connections and experiences in a more profitable and sustainable way across the value chain

Strategic Priorities



Building a portfolio of well-known and trusted brands that will deliver sustainable long-term growth

Branded Product Portfolio



Innovation pipeline, organic and inorganic opportunities, existing and adjacent categories



Faster growth, building scale, challengers or category builders



Steady growth, healthy cash generation, market-leading

**Core Branded
Marine & Meat**

**Emerging
Milk**

**New Products
Branded Coconut**