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C.P. POKPHAND CO. LTD.

*(Incorporated in Bermuda with limited liability)
(Stock Code: 43)*

POSITIVE PROFIT ALERT

This announcement is made by C.P. Pokphand Co. Ltd. (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (“**Shareholders**”) and potential investors that, based on preliminary estimates, the consolidated profit attributable to the owners of the Company for the six months ended 30 June 2014 is expected to record an increase of approximately 80% as compared with the corresponding period in 2013.

Such significant increase in profit was mainly attributable to an improvement in the farming operations in Vietnam as compared to the first half of 2013, notwithstanding a slight reduction in the Group’s profit from China.

The expected profit increase is based on a preliminary review of the unaudited consolidated financial information of the Group and the information currently available, which may be subject to adjustments following further internal review and review by the auditors of the Company. The Company expects that the results of the Group for the six months ended 30 June 2014 will be announced around 13 August 2014.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
Arunee Watcharananan
Director

Hong Kong, 29 July 2014

As at the date of this announcement, the Board comprises nine executive directors, namely, Mr. Dhanin Chearavanont, Mr. Adirek Sripratak, Mr. Thanakorn Seriburi, Mr. Soopakij Chearavanont, Mr. Bai Shanlin, Mr. Sooksunt Jiumjaiswanglerg, Mr. Anan Athigapanich, Mr. Suphachai Chearavanont and Mrs. Arunee Watcharananan; one non-executive director, namely, Mr. Meth Jiaravanont; and five independent non-executive directors, namely, Mr. Ma Chiu Cheung, Andrew, Mr. Sombat Deo-isres, Mr. Sakda Thanitcul, Mr. Vinai Vittavasgarnvej and Mrs. Vatchari Vimooktayon.