



CENTURY PACIFIC FOOD, INC.



Century Pacific named Asia's 'Marketing Company of the Year'

Century Pacific Food Inc. (CNPF) has been named Asia's "Marketing Company of the Year" by the Asia Marketing Federation (AMF), one of Asia's foremost governing bodies in marketing.

Forty companies from all over the region were nominated for the prestigious award, from which 16 finalists were chosen representing a total of nine nations.

CNPF, the Philippine Marketing Association (PMA) nominee, will be formally named the winner in an upcoming Asia Marketing Excellence Awards to be held in South Korea on September 22.

In a ceremony held in the Marriott last July 28, the Company received a special citation from the PMA commending its efforts and success in bringing the title home.

Pinky Yee, President of the PMA said, "The Philippine Marketing Association is extremely proud of Century Pacific for this win. It is much deserved for a world-class Filipino company that has raised the bar for marketing excellence."

Century Pacific, the country's largest canned food company, was recognized for its "outstanding and trailblazing efforts in the marketing of products and services" reflecting "admirable qualities of versatility, innovativeness and ingenuity".

The Company behind household names *Century Tuna*, *Argentina Corned Beef*, *555 Sardines*, *Angel Milk*, and *Birch Tree* has long been known to use innovative marketing campaigns. Its multi-brand approach caters to a broad customer base, capturing a larger share of the consumers' wallet.

Most notably, CNPF spearheaded the consumption of canned tuna in the Philippines by promoting the product's health benefits and growing its flagship *Century Tuna* brand into a lifestyle icon. The term "*Century Tuna Superbods*" is now a popular catch phrase to mean fit, fab, and sexy.

“The acknowledgment of our efforts is an honour, not only for our company, but for our country as well. We are very proud to be recognized among the best of the best in Asia,” said Vice President and General Manager Gregory Banzon.

Apart from tuna, Century Pacific is also engaged in the development, marketing, and distribution of processed meat, dairy, and coconut products for its own brands, as well as the brands of others.

“We look forward to further growing our business and our categories, at the same time promoting excellence in the field of marketing in the Philippines,” added Banzon.

In 2015, CNPF saw consolidated revenues and net income expand by 14% and 21% respectively on the back of strong volume growth across all its branded segments. For the first quarter of 2016, the Company continued to exhibit similar trends, growing revenues by 22% and net income by 45%.

About CNPF

Century Pacific Food, Inc (PSE: CNPF), the Philippines’ largest canned food company, is engaged in the development, marketing, and distribution of processed fish, meat, dairy, and coconut under its own brands, as well as the brands of others. It maintains market leadership locally in the canned fish and canned meat segments, while actively growing its presence in canned and powdered milk.

The Company is also the Philippines’ largest exporter of private label tuna and coconut products.

