



V I T A R I C H
C O R P O R A T I O N

ANNUAL STOCKHOLDERS' MEETING

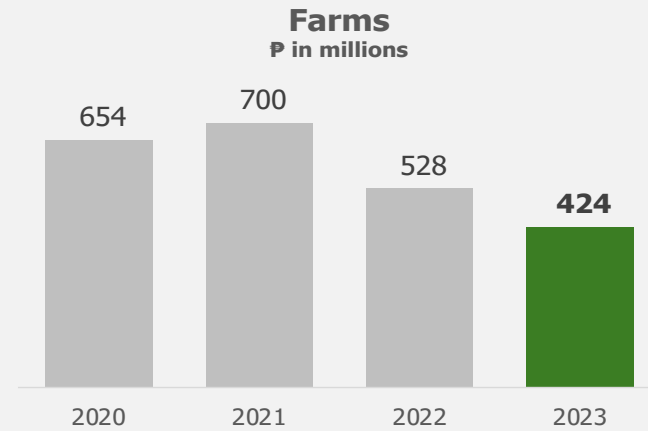
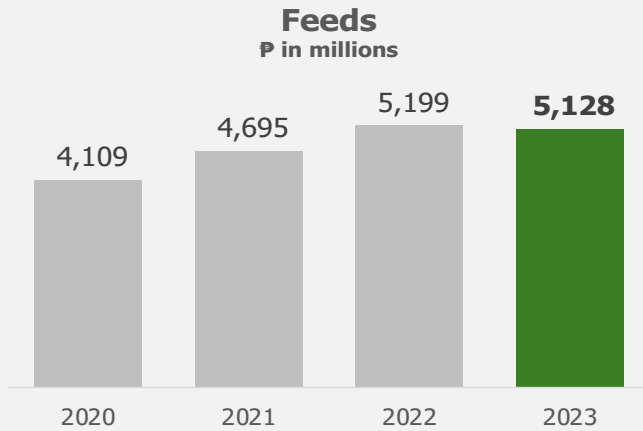
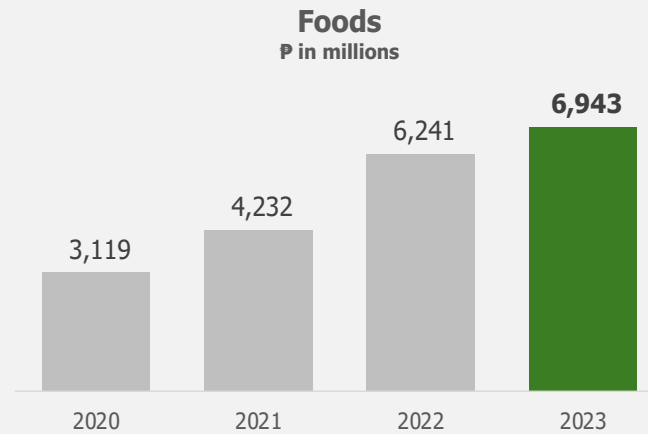
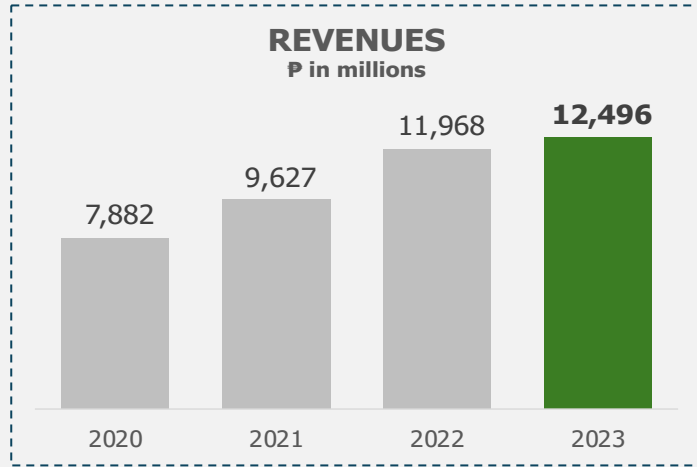
Resilience Redefined



2023 Performance

Resilience Redefined

Revenue Summary



Cook's **#LoveCooks**

Cook's Fresh Whole Chicken

Cook's Freshly Frozen Chicken

Whole Chicken | approx. .95 to 1.05kg per pack
 Wings | approx. .60 to .70kg per pack
 Thigh | approx. .95 to 1.05kg per pack
 Breast | approx. .95 to 1.05kg per pack
 Drumstick | approx. .95 to 1.05kg per pack
 Chicken Leg Quarter | approx. 1.2 to 1.35kg per pack
 Thigh Fillet | approx. .95 to 1.05kg per pack
 Breast Fillet | approx. .95 to 1.05kg per pack

Cook's Flavor Origins

Ready to Cook Marinated Chicken

South African Roast | 1kg, 250g per pack
 French Roast | 800g, 250g per pack
 Mediterranean Roast | 750g, 250g per pack

Resilience Redefined

₱ 12.5B +4% vs. 2022

Financial Highlights

(P in millions, except per share amounts and percentages)	2023	2022 (Restated)	2021	2020
Revenues	12,496	11,968	9,626	7,882
Gross Profit	904	1,069	874	572
Margin	7.2%	8.9%	9.1%	7.3%
Operating Profit	22	194	174	79
Margin	0.2%	1.6%	1.8%	1.0%
EBITDA	230	316	250	222
Margin	1.8%	2.6%	2.6%	2.8%
Net Income	13	90	89	9
Earnings Per Share	0.004	0.029	0.029	0.003

CAPEX

₱ 113M

Resilience Redefined



VITARICH FEEDS
Alagang Vitarich, Alagang Panalo!

HOGS

- Vitarich Professional Hog Creep
- Vitarich Professional Hog Pre-Starter
- Vitarich Professional Hog Starter
- Vitarich Professional Hog Grower
- Vitarich Professional Hog Finisher
- Vitarich Premium Plus Hog Starter
- Vitarich Premium Plus Hog Grower
- Vitarich Premium Plus Hog Finisher
- Vitarich Advantage Plus Hog Starter
- Vitarich Advantage Plus Hog Grower
- Vitarich Advantage Plus Hog Finisher
- Vitarich Hog Breeder
- Vitarich Hog Lactating

BASEMIX (HOGS)

- Vitarich Gromax Hog Starter Basemix
- Vitarich Gromax Hog Grower Basemix
- Vitarich Gromax Hog Grower Basemix
- Vitarich Gromax Hog Breeder Basemix
- Vitarich Gromax Hog Mamalac Basemix

POULTRY

- Vitarich Poultry Advantage 1
- Vitarich Poultry Advantage 2
- Vitarich Poultry Advantage 3
- Vitarich Premium Chicken Layer
- Vitarich Premium Quail Layer
- Vitarich Premium Duck Layer
- Vitarich Premium Chick Booster
- Vitarich Premium Broiler Starter
- Vitarich Premium Broiler Grower
- Vitarich Premium Broiler Finisher

BASEMIX (POULTRY)

- Vitarich Gromax Poultry Layer Basemix
- Vitarich Gromax Poultry Layer Basemix with Phytase
- Vitarich Gromax Poultry End-Layer Basemix
- Vitarich Gromax Poultry Grower Basemix with Phytase
- Vitarich Gromax Poultry Broiler Basemix Hi-dense
- Vitarich Gromax Quail Starter Basemix
- Vitarich Quail Layer Basemix

RUMINANTS

- Vitarich Gromax Buffalo Starter
- Vitarich Gromax Buffalo Grower
- Vitarich Gromax Buffalo Dairy
- Vitarich Gromax Calf Starter
- Vitarich Gromax Calf Grower
- Vitarich Gromax Cattle Dairy
- Vitarich Gromax Cattle Maintenance
- Vitarich Gromax Goat Starter
- Vitarich Gromax Goat Grower
- Vitarich Gromax Goat Dairy

2023 Strategies

Resilience Redefined

Grow the Core

Enhanced execution of demand creation activities and brand awareness initiatives

- Veterinary Medical Missions
- Seminars
- RFO Selling
- Store Dress-Up
 - Signage
 - Price Sticks



Grow the Core

Diversified and expanded our brand footprint in the retail, food service, and digital platforms



- Expansion in Food Service and Modern Trade
- Online presence in digital platforms and social media commerce
- Introduction of Cook's Flavor Origins 250g pack

Enhance Risk Management Process

- Increased **BIOSECURITY MEASURES** to protect against animal diseases
- Implemented a **COMPREHENSIVE VACCINATION PROGRAM** in our broiler farms
- Implemented **ONE-YEAR CONTRACTS WITH REBATE AGREEMENTS** among micro-ingredient suppliers



Real Time Pre Placement Swabbing:
ATP Counter / Luminometer

Invest and Adapt for the Future



AUTOMATED MARINATION SYSTEM



SOLAR ENERGY PROJECT



SOLAR LIGHTS

Commitment to Excellence



Maintained certifications aligned with international standards for sanitation, food safety, and quality

**ISO 22000:2018 FOOD SAFETY
MANAGEMENT SYSTEMS**

**HAZARD ANALYSIS AND
CRITICAL CONTROL POINTS**

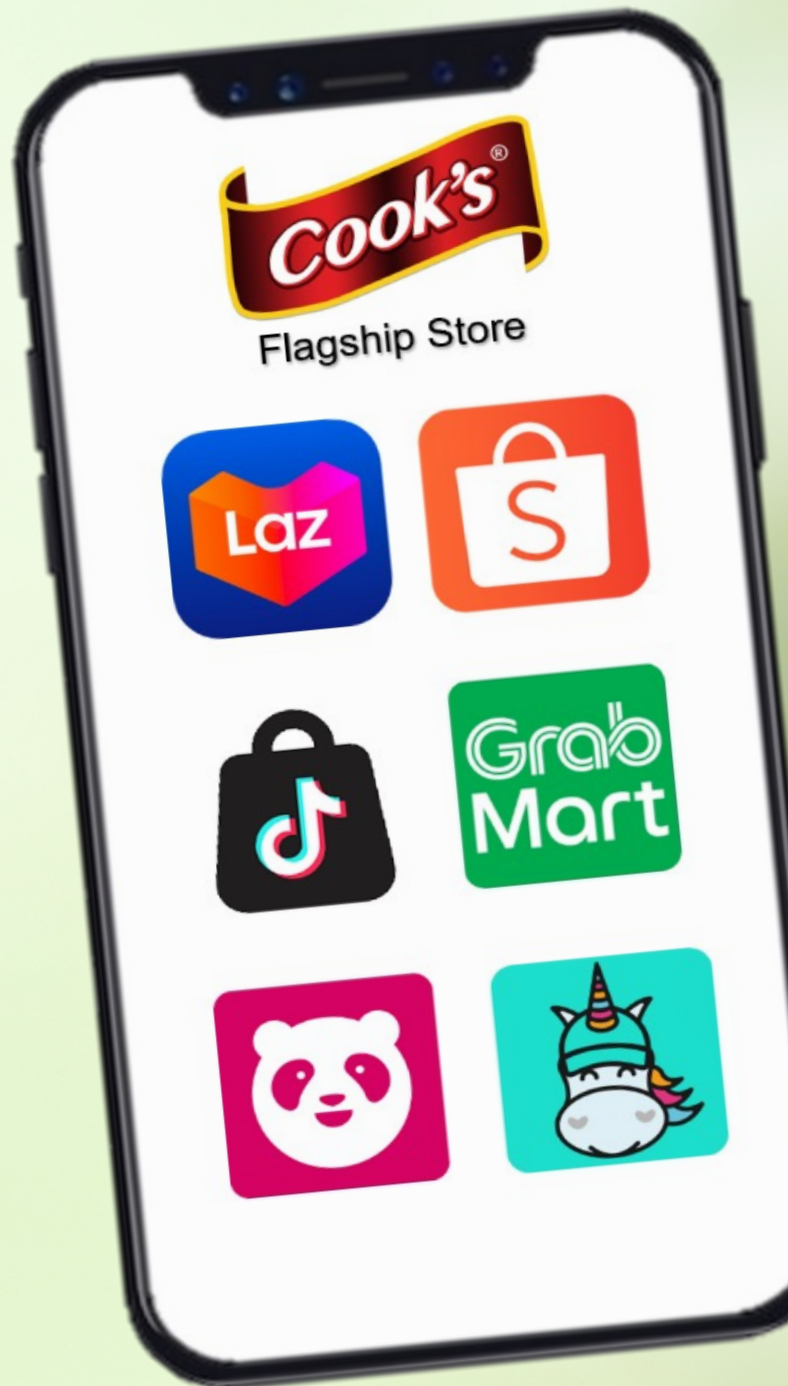
HALAL CERTIFICATIONS

Resilience Redefined



Forward Strategies

Resilience Redefined





V I T A R I C H
C O R P O R A T I O N

ANNUAL STOCKHOLDERS' MEETING

Resilience Redefined

