

# OUR VISION

Chaitip Co., Ltd.  
will be the number one  
**MOST TRUSTED**  
rice trading company



To be recognized as a company that  
always adheres to trade commitment.

## OUR MISSION



among  
rice importers,  
chefs,  
hotel/restaurant owners,  
and others  
who use our  
products and services  
all over the world.



To deliver products and services according  
to customer's requirements regardless of  
the fluctuation of rice market.





"Chaitip Co., Ltd. has been in the rice trading business since 1871. Our honest business practice was renowned among rice importers, chefs from leading hotels, hotel/restaurant owners, and consumers from all over the world.

You may wonder why we can still stay active in this highly competitive business where many people think the product from each supplier in the industry is virtually the same. If you have a chance to do business with us, you will soon learn that what we provide is not simply rice, but the premium customer service and our ethical business philosophy. You may rest assure when you trade with Chaitip Co., Ltd.

Our business philosophy is derived from our core values, which we have strictly adhered to since 1871."

(Vuttichai Wanglee, Managing Director - Chaitip Co., Ltd. April 7, 2005)

You can rest assure on  
**THE HONESTY**  
of our business practice.





we have always followed **OUR CORE VALUES** since 1871.

## Customer Focus

We constantly strive to understand our customers' needs.

We not only design our products and services but also consistently improve our production technology and way of doing business in order to meet those needs.

## Accountability

We dedicate resources to achieve our commitment.

We work our best to complete tasks at top quality within the committed timeframe.

## Caring for the Community

We are responsible to the communities in which we live and work.

We must be good citizens-support good works and charities. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

## Honesty

We consider honesty the crucial part in all our business operations.

We promote the honest business practice throughout our organization, to business partners and to consumers.



## HONESTY

We adhere to our trade commitment, regardless of the rice market fluctuation.

Our Qing Ling Zhi brand has been one of the most trusted brands in Hong Kong among rice importers for its consistent quality since 1975.

It contributes more than 8% both volume and value in Hong Kong rice market.



## ACCOUNTABILITY

Our Panomrung brand is committed to consistently delivering the high quality cooked rice for our catering customers' guests.

Therefore we do not stop only at delivering rice to our customers' stores but providing a turnkey service from managing customers' stocks, recommending cooking directions, to surveying consumers' satisfaction.



## CUSTOMER FOCUS

The company now exports rice to international supermarket chains, which strictly require consistent cooked rice quality and on time delivery.

We consequently invest in the new factory, which is equipped with modern production technology, world-class rice laboratory, and stringent quality control.

It is able to provide remarkable production capacity while maintaining top rice quality.

## CARING FOR THE COMMUNITY

As a responsible company, we feel obliged to contributing to the communities in which we live and work. From past to present, we have long been giving back to the society, particularly to the most needy.

We expect all our people to comply with our  
**FOUR CORE VALUES.**





## OUR PEOPLE

# MANAGEMENT TEAM

### Vuttichai Wanglee

Managing Director



"When people see rice as a commodity product, I would some-how disagree. A rice trading company is not a commodity brand.

Our core values have shaped our brand equity for generations. Since then our customers have always rest assured when trading with Chaitip Co., Ltd. It is not because we provide them with the cheapest price or the longest credit term in the market. It is because they trust in our integrity and honesty. It is because they trust in our brands!!!

That I would say we have one of the strongest brand equities in the industry. We are committed to maintaining and stressing our core values throughout our organization and trade partners."

Viput Wanglee, April 12, 2005



### Viput Wanglee, 6σ Green Belt

Assistant to Managing Director -  
Sales and Marketing

<b>EDUCATION</b>	<b>BOSTON UNIVERSITY U.S.A.</b> - Boston, MA, U.S.A. Bachelor of Science, 1968
	<b>THE WILLISTON NORTHAMPTON SCHOOL</b> - Easthampton, MA, U.S.A. High school Diploma, 1963
<b>WORK EXPERIENCE</b>	1995-Present <b>SATHORN NAKORN CO., LTD.</b> - Bangkok, Thailand Director
	1988-Present <b>CHAITIP CO., LTD.</b> - Bangkok, Thailand Managing Director
	1988-Present <b>CHAO PHAYA RESORT (HOTEL &amp; PLAZA) CO., LTD.</b> - Bangkok, Thailand Director
	1969-Present <b>WANGLEE CO., LTD.</b> - Bangkok, Thailand Managing Director
	1969-Present <b>NAVAKIJ INSURANCE PUBLIC CO., LTD.</b> - Bangkok, Thailand Director
<b>OTHER ROLES</b>	Director, The Rice Exporters Association Rice Inspection Committee, Board of Trade of Thailand President of The Rotary Club of Dhonburi (1993/1994) Rotary Club District Governor 3350 (1999/2000)

"Rice export business has been with the Wanglee family since 1871. The family prospers up till today because we believe in our integrity and honesty to our customers. We went through many hard times and survived.

Why?! This is because our customers trust and believe in us to fulfill our part of obligation."

Vuttichai Wanglee, April 7, 2005

<b>EDUCATION</b>	<b>VANDERBILT UNIVERSITY</b> - Nashville, TN, USA
	<b>OWEN GRADUATE SCHOOL OF MANAGEMENT</b> Master of Business Administration, May 2001 Dual Concentrations in Finance and Marketing Owen Speaker's Club (formally Toastmasters) Owen Management Consulting Association
	<b>KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG</b> - Bangkok, Thailand Bachelor of Architecture, March 1996; Top 10% Major in Industrial Design
<b>WORK EXPERIENCE</b>	2004-Present <b>CHAITIP CO., LTD</b> - Bangkok, Thailand Assistant to Managing Director - Sales and Marketing
	2001-2004 <b>JOHNSON &amp; JOHNSON (THAILAND) LIMITED</b> - Bangkok, Thailand International Recruitment Development Program (IRDP)
	2002-2004 Brand Manager Johnson's Baby Cleansing & Johnson's Kids
	2001-2002 Customer Development Manager (Certified 6σ Green Belt)
	Summer 2000 <b>UNILEVER THAI HOLDING LIMITED</b> - Bangkok, Thailand Assistant Brand Manager
	1997-1999 <b>STANDARD CHARTERED - NAKORNTHON BANK PCL.</b> - Bangkok, Thailand Corporate and Retail Lending Officer



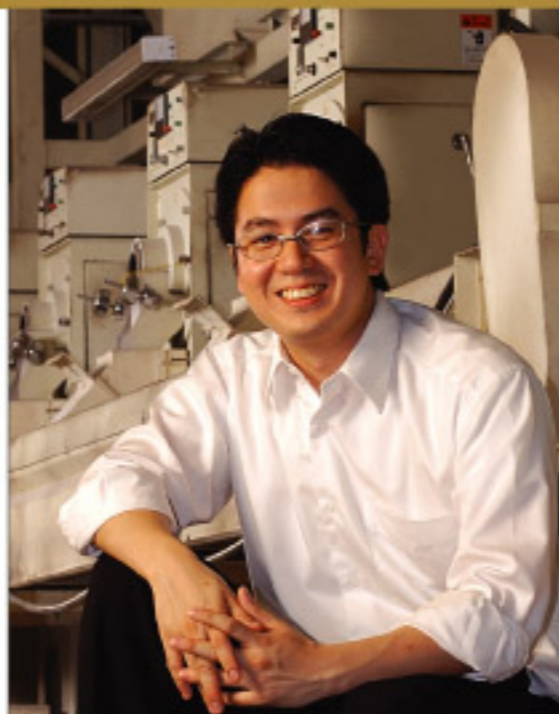
## OUR PEOPLE

# MANAGEMENT TEAM

"Adhering to trade commitment has been Chaitip Co., Ltd.'s number one priority for over hundred years. Our factory's mission is to deliver the highest quality products to trading partners on time and every time. We had carefully designed production, quality control, and shipping procedures, enabling us to always achieve that mission statement.

Our partners' success is our success. They may rest assure that we will continue to improve our best practices to meet their new product and service requirements."

Vuttiphol Wanglee, April 11, 2005



### Vuttiphol Wanglee

Assistant to Managing Director -  
Production

**EDUCATION** BABSON COLLEGE - WELLESLEY, MA, USA

F.W. OLIN GRADUATE SCHOOL OF BUSINESS  
Master of Business Administration, May 2004

NEW YORK UNIVERSITY - New York, NY, USA

LEONARD N. STERN SCHOOL OF BUSINESS  
Bachelor of Science - Marketing and Information Systems, May 1999

Certifications:

\* The IDM Diploma in Direct Marketing, The IDM Certificate in Telemarketing

\* ARAPLHD Operational Excellence Technical Workshop Grade I Certificate

**WORK EXPERIENCE** 2005-Present **CHAITIP CO., LTD** - Bangkok, Thailand  
Assistant to Managing Director - Production

2001-2002 **AYUDHYA ALLIANZ C.P. LIFE PCL** - Bangkok, Thailand  
Assistant Manager

1999-2001 **ALLIANZ INSURANCE MANAGEMENT ASIA PACIFIC PTE LTD** - Singapore

2001 Management Trainee - Bangkok, Thailand

2000-2001 Management Trainee - Singapore

2000 Management Trainee - Munich, Germany

1999-2000 Management Trainee - Seoul, South Korea

### Thinnaphan Wanglee, CPA

Assistant to Managing Director -  
Accounting and Finance



**EDUCATION** UNIVERSITY OF SOUTHERN CALIFORNIA - Los Angeles, CA, USA

LEVENTHAL SCHOOL OF ACCOUNTING  
Bachelor of Science - Accounting & Accounting Information System, May 2001

**WORK EXPERIENCE** 2005-Present **CHAITIP CO., LTD** - Bangkok, Thailand  
Assistant to Managing Director - Accounting and Finance,

2001-2004 **ROTHSTEIN, KASS & COMPANY P.C.** - Beverly Hills, CA, USA

2003-2004 Senior Associate

2001-2003 Portfolio Accountants

Summer 2000 **ARTHUR ANDERSEN LLP** - Bangkok, Thailand  
Audit Intern, summer 2000,

"My role in Chaitip Co., Ltd. is to ensure the reliability and accountability of all functions in the firms. The company has devoted time and resources to design and implement the state of art accounting and internal control system. The goal of this system is to ensure that every single one of our staffs and professionals can work efficiently and honestly. This accounting and internal control system reflects the management team's passion and commitment to promote a "straight forward" business practice. Being an experienced CPA myself, I strongly believe that our pledge to honesty as well as ethical management style should serve as a role model for other companies to follow."

Thinnaphan Wanglee, April 7, 2005



# OUR TEAM

## HONESTY

"Chaitip Co., Ltd. has been committed to promoting honesty and integrity of employees in doing business since 1871. Because of honesty, we have long been trusted by customers domestically and internationally. All of our customers can rest assured that the rice quality we procure meets the standard of customer's order and needs. We never mix our products with low-quality ingredients. We do not have a policy to cancel customer's order or adjust the price when market price is higher than the selling price we have agreed with customers."

"Our company is aware of the problem about the mixture of low quality rice and the inconsistency of rice quality that customers complain about their ex-suppliers. These problems would affect not only the reputation of the company, but also the image of the country. We affirm that these problems will not happen with our products because we believe that honesty is one of the most important business conduct policies of our company."

### Pichit Kanjanakan

International Sales & Marketing  
Department Manager

"We consider honesty to be one of our company's core values and it is what has made us stand in the rice exporting industry for longer than a century."

Pichit Kanjanakan, 12 April 2005



### Thitapa Sae-ngow

Customer Service Officer -  
Food Service

## CUSTOMER FOCUS



### Witoon Arunchotwong

Production Manager

"We take ownership and accountability of what we do and we always do our best in delivering the best products and services to our customers. We strictly control every manufacturing process from producing to delivering products, from procuring raw materials to packing, in order to ensure that our products meets all customers' requirements and satisfaction. Our distribution process must be efficient so that customers receive the quality goods on time."

**We are willing to work hard to ensure excellent services, reliable product quality, and on-time delivery, which are our principles."**

Witoon Arunchotwong, 15 April 2005



### Sumana Chokitikul

Cash and Human Resource Department Manager

"Chaitip Co., Ltd. cares about the community where we work. We believe that our workplace is our home so we must keep our house clean, maintain the good condition of environment as well as promoting the welfares of community members."

Every month, we donate rice to monks, disciples and students of Wat Thongthammachat and its school. Employees, management and the company have donated some money to buy gifts for students and send them to attend YMCA youth camp. For Taksin Hospital, we have donated two kidney dialysers and asked Rotary Dhonburi to contribute the third dialyser. Moreover, Wanglee Co., Ltd., Chaitip Co., Ltd. and the management have financially supported Baan Somdej Chaopraya Hospital almost every year."

Sumana Chotekittikul, 18 April 2005

## CARING FOR THE COMMUNITY

"In terms of customer service, Chaitip Co., Ltd. conducted market research to find out and respond to the real customers' needs. Our products and services are customized to meet each group of customers' needs and requirements e.g. hotels, restaurants, etc. We are not merely a rice vendor, but we also provide after sale services, which is the key part of catering business. Our job does not end at delivery; we assist our customers in inventory management, sanitation of warehouse, rice quality verification before and after cook, rice cooking recommendation, etc. Our customers can rest assured that our rice served on the dining table must be of the best quality."

"In addition, we regularly visit our customers in order to collect customers' feedbacks and recommendations for further improvement of product and service quality."

**Therefore, we are confident that we always provide excellent service because we care and truly understand our customers."**

Thitapa Sae-Ngow, 11 April 2005

## ACCOUNTABILITY