

News

ThaiBev Holds FY2009 Results Briefing in Singapore

ThaiBev held its FY2009 results briefing on 5 March 2010 at the InterContinental Hotel, Singapore. The event was well-received by more than 100 attendees comprising local media, analysts, institutional and retail investors.

The briefing was hosted by Mr Thapana Sirivadhanabhakdi, President and CEO along with his team of Directors and Senior Vice Presidents, Mr Sithichai Chaikriangkrai, Dr Pisanu Vichiensanth, Mr Ueychai Tantha-Obhas, Mr Jean Lebreton and Mr Matthew Kichodhan. Ms Namfon Aungstornrungsi from the Investor Relations team walked through the key financial highlights for the year and provided an update on the international business sales.

ThaiBev reported total sales revenue of 107,969 million Baht, an increase of 2.4% in comparison with the same period last year. The net profit from normal operations in 2009 increased by 4% year-on-year, from 10,238 million Baht to 10,643 million Baht. The Board of Directors has declared a final dividend of 0.18 Baht per share, representing a full-year payout of 78% of income available for distribution.

Prior to the question and answer session, a video profiling the various media and distributor events for the relaunch of Chang Beer was shown. In October last year, ThaiBev set the beer industry abuzz with its refined positioning of Chang beer, to attract consumers of different lifestyles.

You may view the recorded webcast from the results briefing by visiting www.thaibev.com/ir.html and go to the menu item called 'Multimedia,' then the sub-menu called 'Results Briefing'. Audio recordings of the FY2009 Results conference call and Q&A are also available in the same webpage.



Mr Thapana Sirivadhanabhakdi (third from the right) and ThaiBev's senior management team



Guests are watching a video of Chang relaunch event

ThaiBev pledges S\$100,000 to Bull Charge 2009

ThaiBev sealed its commitment to Singapore Exchange's iconic annual charity run, The Bull Charge 2009, as "Diamond Sponsor" with a S\$100,000 contribution. ThaiBev is proud to be a supporter and partner of the event for the fourth consecutive year, bringing its total sponsorship to S\$400,000. The SGX Bull Charge aims raise funds for 12 selected charities in Singapore, benefiting children, the elderly, the disabled, youths, families in need and mental health organisations.

At 6pm on 20 November 2009, the Bull Charge was flagged off at The Float @ Marina Bay, with over 50 ThaiBev friends sprinting off to complete the 3.2km circuit. At the end of the race, participants were greeted with ice-cold Chang beer at ThaiBev's booth.

Said Mr Paul Choong, Vice President, External Affairs of ThaiBev, "ThaiBev's activities in Singapore are an extension of our commitment to being a good corporate citizen in the markets we operate and we honoured to be part of this flagship charity event. Having been a sponsor of the Bull Charge since 2006, we are pleased to continue our partnership with the SGX in helping the underprivileged."



Runners from ThaiBev team

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www.thaibev.com/ir.html

ThaiBev's websites

Corporate website:

www.thaibev.com

IR Website:

www.thaibev.com/ir.html

Chang Beer website

www.chang.co.th

Federbrau website:

www.federbrau.com

Chang Beer export website:

www.changbeer.com

www.changbeerstore.com

Archa Beer website:

www.archanian.com

Mekhong export website:

www.mekhong.com

Interbev:

www.interbevgroup.com

Inver House:

www.inverhouse.com

www.oldpulteney.com

www.balblair.com

www.ancnoc.com

www.speyburn.com

www.heathercream.com

Oishi website:

www.oishigroup.com

Wrangyer energy Drink website:

www.wrangyer.com

News Summary

Information provided here was released to the SGX. For more information, please visit the Newsroom on ThaiBev IR's website (www.thaibev.com => 'Investor Relations' Menu) or check for the announcements on the SGX's website (www.sgx.com).

Sep 4, 2009

Corporate rating by Standard and Poors (S&P)

- ThaiBev engaged Standard and Poors (S&P) for corporate credit rating for the purpose of establishing the Company's overseas credit flexibility in the financial markets.
- S&P annually reviews and affirms corporate credit rating at the same level as previous year's rate, which is "BBB" with "Stable" outlook.
- At the same time, S&P gave Thailand a country rating of "BBB+" with "Negative" outlook.

Sep 16, 2009

Appointment of Senior Vice President

Appointment Details	
Date of Appointment	09/09/2009
Name	Matthew Kichodhan
Age	43
Country of principal residence	Thailand
The Board's comments on this appointment	Based on his extensive experience in management, Thai and global marketing and potential to contribute to Thai Beverage Public Company Limited, the Nomination Committee has considered and endorsed the appointment.
Area of responsibility	International Business
Job Title	Senior Vice President
Working experience and occupation(s) during the past 10 years	<ol style="list-style-type: none"> 1. Chief Operating Officer, Minor Corp. Pcl (2006-2009) 2. Vice President, Business Management, Gillette Asia Pacific Group, Singapore (2004-2006) 3. Regional Marketing Director, Asia Pacific, PepsiCo Inc. (1995-2004)

Sep 18, 2009

Paid-up capital of International Beverage Holdings (China) Limited (IBHL-China)

- IBHL-China, ThaiBev's wholly owned indirect subsidiary in Hong Kong, received the HKD 125,000,000 payment for 12,500,000 ordinary shares with nominal value of HKD 10 each from its sole shareholder, International Beverage Holdings Limited (IBHL).
- IBHL-China currently has a registered and paid-up capital of HKD125,000,000.
- Also, InterBev Trading (China) Limited's registered address was changed to be in Eshan county, Yunnan, instead of Kunming as previously announced.

Oct 28, 2009

President of International Beverage Holdings Limited (IBHL) will step down from full time position to become advisor to the Board of IBHL

Mr. Barrie Jackson, President of IBHL, will step down from full time position to become an advisor to the Board of IBHL which is a wholly owned-subsiary of Thai Beverage Public Company Limited.

Nov 17, 2009

Acquisition by ThaiBev of 100% of the equity interests of Yunnan Yulinquan Liquor Co., Ltd. (YLQ) in China

- On Nov 16, 2009, the acquisition of YLQ was completed.
- It is now considered ThaiBev's wholly owned indirect subsidiary, through IBHL-China.
- IBHL-China purchased all the equity interest in YLQ from Best Spirits (China) Company Limited for a cash consideration of USD 10,104,856 (equivalent to RMB 69 million).

Nov 23, 2009

Approval for the acceptance of medium term loans Baht 3,000 Million by ThaiBev

- ThaiBev's Executive Board of Directors approved the Company to accept medium term loan from two commercial banks in Thailand with an aggregated principal amount of Baht 3,000 million to manage its loan structure which is used for working capital purpose, by adjusting its certain existing short term loan to medium term loan.
- Each loan bears interest at 2.11% per year with the term of 18 months.
- The available period for drawdown is within December 30, 2009.
- The interest shall be paid monthly, while the principle shall be paid monthly in six equal installments starting from the end of December 2010.

Dec 23, 2009

Renewal of glass bottle purchase agreement

- The glass bottle purchase agreement between Thai Beverage Recycle Co. Ltd., a wholly-owned subsidiary of ThaiBev, and Berli Jucker Plc., to purchase various types of new glass bottles expired on December 31, 2009.
- The parties to the agreement have entered into a new glass bottle purchase agreement dated December 23, 2009 for a term of 3 years, effective from January 1, 2010 – December 31, 2012.
- The terms under the new agreement were negotiated at arm's length on normal commercial terms with the main changes involving the purchase price which will be adjusted base on the change in the cost of certain major materials, the compensation on under-lifted/ undelivered quantity specified in the agreement and the additional charge on the change of glass color and design at specific percentage of ordered quantity.

Share Data

(All data as of 26 Mar 10)

Price **S\$ 0.275**

3 Month Avg Daily Vol:
10.17 million shares

Current Mkt Cap:
S\$ 7,030 million
US\$ 5,002 million

Three-month price range
S\$ 0.24 - 0.28

Source: www.shareinvestor.com, Reuters

Shares outstanding:
25,110 million shares

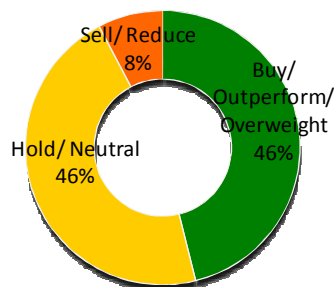
IPO date **30 May 06**

Share offered at IPO:
4,888.9 millions shares

IPO offer price **S\$ 0.28**

Source: Reuters

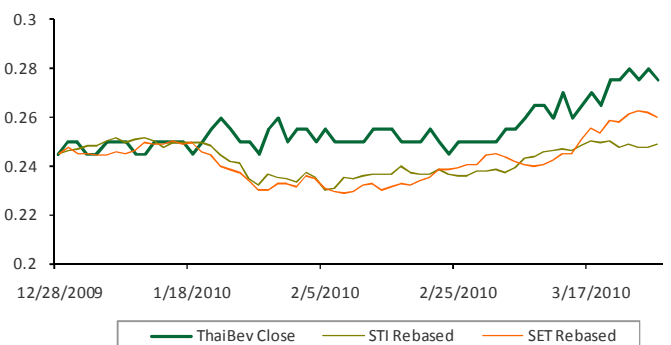
Analyst Recommendations



Source: Analyst reports from 13 brokerage houses

As at 26 Mar 10

3-Month Performance



Source: www.shareinvestor.com 28 Dec 09 – 26 Mar 10

Jan 08, 2010

Capital increases of International Beverage Holdings Limited (IBHL), International Beverage Holdings (UK) Limited (IBHL-UK) and International Beverage Holdings Limited USA, Inc. (IBHL-USA)

The following capital increases were approved in principle by the Executive Committee of ThaiBev and have already been completed:

1. Approved the increase in authorized capital of IBHL, a direct wholly owned subsidiary of ThaiBev, from HKD1,647 million to HKD2,000 million.
2. Approved the increase of paid-up capital of IBHL by HKD 8.6 million.
3. Approved the increase of paid-up capital of IBHL-UK, a direct wholly-owned subsidiary of IBHL, by GBP 0.67 million.
4. Approved the increase of paid-in capital of IBHL-USA, a direct wholly-owned subsidiary of IBHL-UK, by USD 1.1 million.

- IBHL used the proceeds to increase the capital of IBHL-UK and IBHL-UK used the proceeds to increase the capital of IBHL-USA.
- IBHL-USA will use the proceeds to fund its operations.
- ThaiBev funded the capital increase in IBHL from its cash from operations.
- Details of the capital increase of IBHL, IBHL-UK and IBHL-USA are as follows:

In millions	IBHL	IBHL-UK	IBHL-USA
Paid-up/ Paid-in capital	HKD 1,647.0	GBP 71.00	USD 9.2
Paid-up/ Paid-in Capital increase	HKD 8.6	GBP 0.67	USD 1.1
Paid-up/ Paid-in Capital after increase	HKD 1,655.6	GBP 71.67	USD 10.3

Jan 27, 2010

Incorporation of wholly owned subsidiary – Thai Beverage Training Co., Ltd.

- ThaiBev incorporated a new subsidiary, Thai Beverage Training Co. Ltd. (ThaiBev Training) in Thailand.
- ThaiBev holds 99.9998% in ThaiBev Training while the two remaining shareholders, both of whom are subsidiary of ThaiBev, hold one share each.
- ThaiBev Training has a registered capital of Baht 10,000,000 consisting of 1,000,000 ordinary shares with a par value of Baht 10 each.
- The initial called up capital is Baht 2.50 per share.
- ThaiBev Training will be principally engaged in human resources development and organization development consulting.
- The investment was funded through internally generated funds and is not expected to have any material impact on the earnings per share and net tangible assets of ThaiBev for this financial year.

Jan 27, 2010

Change of address of Singapore share transfer agent

- ThaiBev would like to announce that with effect from February 22, 2010, the office of the Company's Singapore Share Transfer Agent, Boardroom Corporate & Advisory Services Pte. Ltd. will be relocated to:

50 Raffles Place
 Singapore Land Tower #32-01
 Singapore 048623
 Tel: (65) 653-653-55
 Fax: (65) 653-613-60

Feb 2, 2010

Capital increases of International Beverage Holdings Limited (IBHL), International Beverage Holdings (China) Limited (IBHL-China) And Yunnan Yulinquan Liquor Co., Ltd. (YLQ)

The following capital increases were approved in principle by the Executive Committee of ThaiBev and have already been completed:

1. Approved the increase of paid-up capital of IBHL, a direct wholly owned subsidiary of ThaiBev, by HKD 68.5 million.
2. Approved the increase of paid-up capital of IBHL-China, a direct wholly-owned subsidiary of IBHL, by HKD 68.5 million.
3. Approved the increase of equity interest of YLQ, a direct wholly-owned subsidiary of IBHL-China, by RMB 60 million.

- IBHL used the proceeds to increase the capital of IBHL-China and IBHL-China used the proceeds to increase the capital of YLQ. YLQ will use the proceeds to fund its expansion in order to service future demand. ThaiBev funded the capital increase in IBHL from its cash from operations.
- Details of the capital increases of IBHL, IBHL-China and YLQ are as follows:

In millions	IBHL	IBHL China	YLQ
Paid-up capital/ Equity interest	HKD 1,655.6	HKD 125.0	RMB 60.0
Paid-up capital increase/ equity interest increase	HKD 68.5	HKD 68.5	RMB 60.0
Paid-up capital/ equity interest after increase	HKD 1,724.1	HKD 193.5	RMB 120.0

Feb 18, 2010

The 2009 operating results of Oishi Group Public Company Limited, a direct subsidiary of Thai Beverage Public Company Limited

Group	2008	2009	Change
Sales Revenue (M Baht)	5,953	7,128	19.7%
Beverage	3,317	3,830	15.5%
Food	2,636	3,298	25.1%
Net Profit (M Baht)	592	751	26.9%
Beverage	437	551	26.1%
Food	155	200	29.0%

Feb 26, 2010
ThaiBev's full year results financial statement and related announcement
Financial Highlights

Group	2008	2009	Change
Sales Revenue (M Baht)	105,452	107,969	2.4%
Net Profit from normal operations (M Baht)	10,238	10,643	4.0%

Dividend	Per share Baht	Total value Baht	Payout ratio	Book closure	Payable date
Annual dividend 09	0.33	8,286,308,250	78.57%		
Less interim dividend	0.15	3,766,503,750		31 Aug 09	10 Sep 09
Remaining dividend	0.18	4,519,804,500		6 May 10	26 May 10

Feb 26, 2010
Notice of book closure date for dividend

Notice Type	Notice of Book Closure Date for Dividend
Corporate Action Details	The Company's Board of Directors Meeting endorsed dividend payment at Baht 0.18 per share and fixed the Book Closure Date.
Record Date	06/05/2010
Record Time	17:00
Date Payable	26/05/2010
Footnotes	<p>The Company's Board of Directors Meeting which was held on February 26, 2010 approved the book closure date for the share transfer with respect to the entitlement to dividend payment on May 6, 2010. This is to permit investors to trade their shares on a cum-basis until one date after our 2010 Annual General Meeting of Shareholders which is schedule to be held on April 29, 2010 at 10.00 a.m. (Bangkok Time) in Bangkok, Thailand.</p> <p>We would like to clarify that although Thailand Securities Depository Co., Ltd. ("TSD") determines that the rights of shareholders are based on shareholders whose names appear in TSD register on the BCD; however, the Central Depository (Pte) Limited ("CDP") determines that investors' rights are based on shareholders whose names appear in CDP register as at 5.00 p.m. (Singapore Time) on the BCD. Accordingly, investors who hold shares through the CDP will only be entitled to receive Dividend through CDP if their names appear in CDP register as at 5.00 p.m. (Singapore Time) on the BCD.</p>

Mar 4, 2010
Company rating by TRIS Rating Co., Ltd.

- ThaiBev has engaged TRIS Rating Co., Ltd. (TRIS), a rating agency in Thailand, for domestic credit rating. The purpose is to establish Company's domestic credit flexibility in the financial markets.
- TRIS has completed its annually review of ThaiBev and informed us that TRIS upgraded the company rating of ThaiBev for one notch from the previous years' rate, from "AA-" with "Stable" outlook to "AA" with "Stable" outlook.
- Please note that at present, Thailand Country Rating from TRIS is AAA.

Products and marketing

A Fresh Brew – the Revamped Chang

At Thai expo centre BITEC Bangna in October 2009, ThaiBev re-launched Chang Classic, Chang Draught, and Chang Light with clearer consumer positioning in Thailand – Chang Classic for drinkers with a strong and unmistakable personality, Chang Draught for smooth, suave beer lovers, and Chang Light for cool and trendy revellers. Throughout the month, ThaiBev arranged a series of events for distributors, employees, suppliers and the media to unveil the new positioning of the products.

This is the first major re-launch since Chang hit the shelves in 2004. ThaiBev also kickstarted a marketing campaign using a comprehensive range of media from free TV, cable TV, billboards, radio, magazines, newspapers and cinema to online media to cover Bangkok and the provinces. It will also collaborate with Grammy Group to stage more than 600 concerts nationwide.

The revamped Chang family is available only in Thailand. Chang beer which is exported to other markets will continue to be branded as Chang Export.



ThaiBev's management team at the relaunch event



ThaiBev Launches “Meridian”, Thailand’s Newest Brandy

In a bid to tap into the lucrative brandy market, ThaiBev launched its first brandy product, “Meridian” in February 2010 to attract new generation drinkers of premium spirits. The new brandy is part of ThaiBev's efforts to enhance its alcoholic beverage portfolio in accordance with the “premiumization” strategy.

Meridian, a Very Special Old Pale-class, or V.S.O.P., brandy, is the product of fermented grapes and other fruits distilled and aged in oak casks for at least four years. The spirit contains 38% alcohol by volume and is now available in two sizes—70 cl And 35 cl—in sophisticated packages.

The production of Thailand's newest premium brandy was inaugurated at the United Winery and Distillery Co., Ltd in Nakhon Pathom.

Facts about Brandy

Brandy is a spirit distilled from wine, and containing 37–44% (most usually 40%) alcohol by volume. The name is derived from the German brandtwein, meaning burnt wine, corrupted to brandy wine. First produced in 1300 at the Montpellier medical school by Arnaud de Villeneuve.

Brandy has a rating system to describe quality and condition. The most common grades are V.S. or Very Special (aged at least 3 years in wood); V.S.O.P. or Very Special Old Pale (at least 4 years); and X.O. or Extra Old (sometimes called Napoleon, aged 6-20 years). Famous region-specific brandies are, for example, Cognac and Armagnac (produced only in Cognac and Armagnac regions of France respectively).

Fruit brandies are either distilled from fruit wines (e.g. plum and apple brandies) or are prepared by soaking fruit in brandy (e.g. cherry and apricot brandies).

THAI BEVERAGE PLC.



MEH-JITO

The combination of sweetness, refreshing citrus and mint makes this the cocktail of choice for summer. It will brighten up your day.

INGREDIENTS

- 2 shots Mekhong
- 1 ½ shots fresh squeezed lime juice
- 3 bar spoons of sugar
- Finger pinch of fresh mint leaves
- 3 Thumbnail size pieces of fresh ginger root
- Club soda

METHOD

- Muddle ginger, mint and sugar in a collins glass.
- Add Mekhong and lime juice.
- Add ice and cover with a shaker tin.
- Shake briefly and vigorously.
- Top off with club soda and a dash of Bitters.
- Serve long with a straw.

Based on the Mojito.

Latest Buzz in ThaiBev's Non-Alcoholic Beverage Business

In recent months, ThaiBev expanded its non-alcoholic business and revamped its existing products in order to further strengthen and diversify the group's portfolio.

ThaiBev's Products

In November 2009, ThaiBev extended its footprint in the sports drink space with the launch of "Power Plus", targeted at young, trendy and sporty consumers. As part of its marketing efforts to boost the brand image, ThaiBev sponsored the Southeast Asia Games at Vientiane, Laos during that year where Power Plus was promoted. Power Plus is available in three flavours, namely "Blue Cider", "Fruit Blast" and "Orange Fusion" and retails at convenient stores nationwide.

Also, Wrangyer energy drinks have just undergone an overhaul in terms of its packaging and labeling for its fresher look.



Three flavours of Power Plus



New look of Wrangyer



Oishi Matcha Mineral and Matcha Milk



Amino Plus

Amino Plus Shot

Oishi's Products

In second half of 2009, Oishi announced the arrival of new beverages targeting at young generations - "Matcha Mineral", a premium green tea drink in a package of powdered green tea leaves in a sachet together with a bottle of mineral water, "Matcha Milk", a green tea with milk. In addition, the Amino Plus range was also re-branded to convey and establish a clearer positioning about the product's benefits, with "Amino Plus Shot", a new concentrated functional drink in its range.

Chang Sponsors Live Thai Broadcast of 2010 World Cup

ThaiBev has teamed up with Yamaha, Unilever Clear Men and Coca Cola to sponsor the live broadcasts (without commercial breaks) of the 2010 FIFA World Cup South Africa in Thailand in June this year. The total partnership deal is about 200 million baht.

The sponsorship deal also includes a number of football side events such as live football match on big-screen at CentralWorld and Siam Paragon, to create a fun and exciting atmosphere for all Thai football fans.

ThaiBev has been a committed supporter of Thai football from junior to professional levels and hopes that this latest sponsorship will continue to add to the development of a vibrant local football fan base. ThaiBev has also been the official sponsor of the Football Association of Thailand (FAT) since 2003, and English Premier League team Everton since 2004.



Charlie Jitcharoongphorn (Second from right), Deputy MD of Thai Beverage Marketing