

THAI BEVERAGE PLC.

Investor Relations Department

Panya Thongchai

Head of Investor Relations

+662 127 5035

Ariya Silakorn

+662 127 5036

Namfon Aungstornrungrasi

+662 127 5037

Email: ir@thaibeve.com

www.thaibeve.com/ir.html

ThaiBev's websites

Corporate website:

www.thaibeve.com

IR Website:

www.thaibeve.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

ThaiBev Participates Again in AICE

For the second consecutive year, ThaiBev participated in the Asian investment conference-cum-exhibition organised by the Securities Investors Association of Singapore (SIAS) at the Suntec Convention Centre on 5 and 6 June 2010. Known as Asian Investment Conference and Exhibition or AICE, this year's event was graced by Guest-of-Honour, Mr J Y Pillay, Chairman of the Singapore Exchange, who strongly urged retail investors to scrutinise companies' compliance with the corporate governance code in his opening address.

Exhibitors at AICE 2010 hailed from Singapore's financial and corporate sectors, including public listed companies, which offered valuable investment insights to investors. Mr Panya Thongchai, ThaiBev's newly appointed Head of Investor Relations educated the public on the company's latest financial results, and the revamped Chang and its impact so far. Titled "ThaiBev: Expanding Horizon", Mr Thongchai's presentation further elaborated on the growth surge witnessed in ThaiBev's other business segments of non-alcoholic beverages, food and international markets.



ThaiBev's booth at AICE 2010



Investors came to talk with ThaiBev IR team



Mr Panya Thongchai – ThaiBev's Head of IR at the seminar room

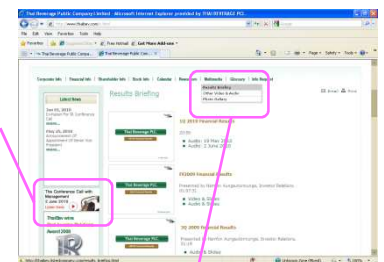
ThaiBev's presentation in Seminar Room 3 was well-attended by many investors who were keen to learn more about the beverages sector in Thailand. Over the course of two days, ThaiBev's booth also had a constant stream of people wanting to speak with the Investor Relations team to find out about the company and its latest developments.

Overall, the event drew more than 20,000 visitors, including retail, mass affluent and high network local and international investors and tertiary students.

ThaiBev's record of conference call

Every quarter, after the results conference call, the records of the call will be uploaded on ThaiBev's IR website within a week. Please visit www.thaibeve.com/ir.html

Investors can find the link under the menu "Multimedia" and sub-menu "Results Briefing". You can listen to the summary of quarterly results and Q&A session with ThaiBev senior management team.



[Newsroom](#) | [Multimedia](#) | [Glossary](#) | [Info Request](#)

Results Briefing
Other Video & Audio
Photo Gallery

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).

April 21, 2010

Incorporation of Indirect Wholly Owned Subsidiary – Super Brands Company Pte Ltd

- International Beverage Holdings Limited (IBHL), a direct wholly owned subsidiary of ThaiBev, has incorporated a new wholly owned subsidiary, Super Brands Company Pte Ltd (Super Brands) in Singapore.
- Super Brands has a registered capital of S\$10,000 with fully paid-up capital consisting of 10,000 ordinary shares with a par value of S\$1.
- Super Brands will be a brand owning company of ThaiBev group.
- 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.

April 26, 2010

Capital Increases of International Beverage Holdings Limited USA Inc. (IBHL-USA)

- ThaiBev announced the increase of paid-in capital of IBHL-USA, a direct wholly-owned subsidiary of IBHL-UK, of USD 0.5 million.
- IBHL-UK is a direct wholly-owned subsidiary of International Beverage Holdings Limited (IBHL) and IBHL is a direct wholly-owned subsidiary of ThaiBev.
- IBHL-USA used the proceeds to fund its operations. IBHL-UK funded the capital increase in IBHL-USA through an inter-company loan.

Detail of the capital increase of IBHL-USA is as follows:

	In millions
Paid-in Capital	USD 10.3
Paid-in Capital Increase	USD 0.5
Paid-in Capital after Increase	USD 10.8

April 29, 2010

Resolutions of the 2010 Annual General Meeting of Shareholders

At the 2010 Annual General Meeting of Shareholders of ThaiBev on April 29, 2010, all resolutions were duly passed according to the opinions of the Board of Directors.

May 25, 2010

Announcement of Appointment of Senior Vice President

Mr. Marut Buranasetkul was appointed as a Senior Vice President of Corporate Services with responsibilities to oversee the work of four offices which are Office of the President, Office of Human Resources, Office of Information Technology and Office of General Services.

Mr. Polapat Suvarnazorn was appointed as a Senior Vice President of General Affairs with responsibilities to oversee the work of four offices which are Office of Corporate Communications, Office of Corporate Secretariat, Office of External Affairs and Office of Legal Affairs

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ThaiBev launches “Chang Drinking Water”

In its latest move to become an integrated beverage company, ThaiBev has broadened its portfolio of non-alcoholic beverages with the launch of the “Chang Drinking Water”. The product boasts unique features in terms of hygienic natural water sources, as well as world-class water purifying procedures. A team of high-caliber marketers and a range of pro-active strategies are now ready to market and promote the product through extensive distribution channels, including home delivery. A budget of over 100 million baht has been earmarked for a brand-new comprehensive marketing campaign titled “Beginning”. The campaign kicks off with the “Chang World Cup Promotion” and a CSR activity called “The Miracle of Life”.



Chang Water advertising campaign, “Beginning”

ThaiBev has a vision to steer ‘Chang Drinking Water’ to gain recognition as the ‘Total Drinking Water Solution’, which offers hygienic and quality drinking water in a variety of sizes and packages to meet every consumer’s needs,” according to Mr. Marut Buranasetkul, Deputy Managing Director, Thai Beverage Marketing Co Ltd.

Mr. Marut explained, “Generally, consumers perceive that most bottled drinking water brands are of similar quality, thus it can be substituted by other brands. However, that is not true. Different brands come with different production procedures and different water sources. ‘Chang Drinking Water’ is manufactured from specially selected pure and safe underground sources; any contaminants are filtered out through a natural process. The water is then processed in the world-class factory, deploying advanced purifying procedures, including UV filter, Ozone filter and Reverse Osmosis system. Our sophisticated production facility is certified by the United States NSF agency, so our consumers can be assured of reliable quality and hygiene in every bottle of ‘Chang Drinking Water’.

“The distributing strategy of the new product includes a comprehensive range of channels, covering both traditional and modern trades. The marketing activities are also in good hands of our professional marketing team with extensive experiences in both alcoholic and non-alcoholic beverage segments. In addition, we also provide delivery services to households and offices. With a fleet of over 70 trucks, we can serve our customers in a timely and efficient way throughout the areas of Bangkok and surrounding provinces,” he added.

Share Data

(All data as of 18 June 10)

Price **S\$ 0.29**

3 Month Avg Daily Vol:
6.8 million shares

Current Mkt Cap:
S\$ 7,282 million
US\$ 5,137 million

Three-month price range
S\$ 0.26 - 0.295

Source: www.shareinvestor.com, Reuters

Shares outstanding:
25,110 million shares

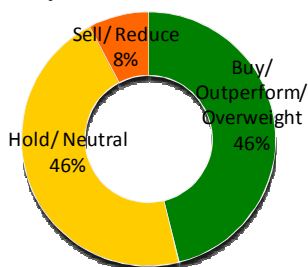
IPO date **30 May 06**

Share offered at IPO:
4,888.9 millions shares

IPO offer price **S\$ 0.28**

Source: Reuters

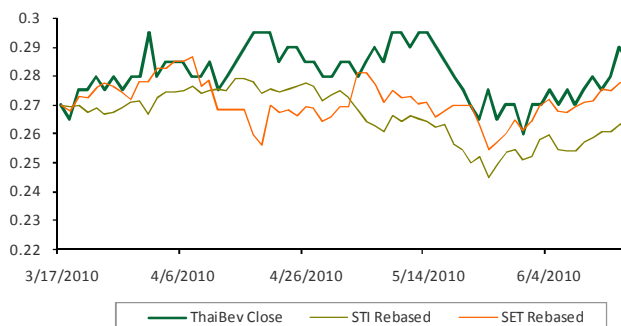
Analyst Recommendations



Source: Analyst reports from 13 brokerage houses

As at 21 June 10

3-Month Performance



Source: www.shareinvestor.com 17 Mar 09 – 17 Jun 10

THAI BEVERAGE PLC.



Mekhong Mai-Thai

Based on the Mai Tai which means 'very good', our Mekhong Mai-Thai if translated would surely mean 'fantastic' Summer in a glass.

INGREDIENTS

- 2 shots Mekhong
- 1 shot fresh squeezed lime juice
- ¾ shot Orange Cucracao
- ¾ shot Orgeat (almond) Syrup

METHOD

Pour Mekhong and the rest of the ingredients into a mixing glass. Add ice and shake vigorously for 7-8 seconds. Strain into a rocks glass over ice and garnish with a fresh sprig of mint.

Based on the Mai Tai.

On the front of marketing, a budget of 100 million baht has been allocated for the launch of marketing communication campaign to introduce 'Chang Drinking Water' to consumers across the country. The campaign comprises a new TV commercial called 'Beginning', scheduled to debut on April 1st 2010. A variety of selected newspapers, magazines, and outdoor media have also been planned, while attractive trade deals & promotions will be offered to dealers nationwide to drive sales.



A co-marketing campaign with 'Chang' soda water called 'Chang World Cup Promotion' will take five lucky customers to obtain a lifetime experience at the 2010 FIFA World Cup in South Africa, and under this campaign customers stand a chance to win many other fantastic prizes, valued at over three million baht in total. The campaign will run from April 1st, 2010, to May 20th, 2010.

In addition, ThaiBev will launch a CSR project named "The Miracle of Life" during April and June 2010. Under the project, two baht from the sales of every 600ml. PET bottles in convenience stores and modern trade outlets (a minimum of one million bottles) will be donated to the Royal Thai Red Cross. Therefore, there will be at least two million baht in donation generated from this activity to support the 'Eye Glasses for Underprivileged Children in Upcountry' project of the Royal Thai Red Cross. The project aims to provide eyeglasses as gifts for needy children in rural areas.

"We are confident that with a diverse range of marketing campaigns across various media and the well-established and familiar 'Chang' brand, the new Chang Drinking Water will rapidly gain consumers' acceptance. Looking forward, the Thai drinking water segment is likely to show strong growth, particularly in bottled drinking segment which has the highest growth rate in Southeast Asia", Mr. Marut concluded.

Chang Water in various sizes



Glossary



Reverse osmosis (RO) is a filtration method that removes many types of large molecules and ions from solutions by applying pressure to the solution when it is on one side of a selective membrane. The result is that the solute is retained on the pressurized side of the membrane and the pure solvent is allowed to pass to the other side. Reverse osmosis is highly valued as a water purification process. For this reason, reverse osmosis is an effective drinking water purification method.