



A new organizational structure and management line up to realize its Vision 2020 growth objectives

We, Thai Beverage Public Company Limited (“**ThaiBev**” or the “**Group**”), would like to announce that our Board of Directors has approved a new organizational structure, effective October 1, 2016, to pursue our Vision 2020 aspirations. The change in management line-up under the new organizational structure includes:-

- A new global Spirit Product Group CEO, Mr. Prapakon Thongtheppairot, who will also be promoted from Senior Vice President (“**SVP**”) to Executive Vice President (“**EVP**”). Mr. Prapakon spearheaded Chang beer’s relaunch in 2015, the success of which continues to be evident till date. He will succeed Mr. Ueychai Tantha-Obhas, who laid a strong foundation for ThaiBev’s spirit business in Thailand and has been a prominent leader in the country’s spirit market over the past three decades.
- A new global Beer Product Group CEO, Mr. Edmond Neo Kim Soon, who will also be promoted from SVP to EVP. He was instrumental in Chang beer’s relaunch, as Beer Product Group - Thailand CEO.
- Mr. Ueychai, who will be promoted from Director and EVP to Director and Senior Executive Vice President (“**SEVP**”), and will oversee the Group’s distribution channels as Chief Route-to-Market.
- Mr. Sithichai Chaikriangkrai, who has been voted as Thailand’s best CFO for three consecutive years (2014-2016) and Southeast Asia’s best CFO in 2015. He will be promoted from Director and EVP to Director and SEVP, and will continue to oversee ThaiBev’s finances and support the Group’s growth as CFO.
- Dr. Pisanu Vichiensanth, who pioneered ThaiBev’s beer business, will be promoted from Director and EVP to Director and SEVP. He will continue to oversee the Group’s technology and engineering functions as Chief Technology and Engineering.
- Mr. Kosit Suksingha, who will be promoted from SVP to EVP and Chief Supply Chain Management. He will also steer the Group’s IT development.
- Dr. Agapol Na Songkhla, who will be promoted from SVP to EVP and Chief People Officer, overseeing the human capital aspect of the Group’s transformational progress towards realizing its vision.

ThaiBev's non-alcoholic beverage and food businesses continue to support the Group's strategic and diversified growth plans, underpinned by its partnership with F&N in Thailand and across the region.

"The Board of Directors fully supports ThaiBev's Vision 2020 goal to be Southeast Asia's stable and sustainable leader in total beverages. The promotions and successions announced today are important for the continuation of growth in our business as well as laying the foundation for the future," stated Mr. Charoen Sirivadhanabhakdi, Chairman of the Board.

"The new structure clearly supports our five strategic pillars, which are Growth, Diversity, Brands, Reach, and Professionalism" said Mr. Thapana Sirivadhanabhakdi, President and CEO. "Growth and Diversity will be driven through three main product groups - Spirits, Beer, and Non-Alcoholic Beverages. Our already strong brands will be further cultivated through a new Brand Investment Management Group to ensure the long term success of our efforts to build our brand portfolio. A Route-to-Market Group will focus on Reach, overseeing our extensive distribution network in Thailand. Professionalism will be entrenched across the Group, especially in our Finance, Technology and Engineering, Supply Chain Management and IT, as well as Human Capital functions."

ThaiBev is also stepping up its commitment to being a sustainable company by establishing new structures that reports directly to Mr. Thapana. The Sustainable Business Development will be tasked with planning and orchestrating innovation-related investments and will be headed by Mr. Jean Lebreton. In addition, Center of Excellence, which will be led directly by Mr. Thapana, will be expanded to include the Office of Corporate Sustainability, the Office of Environmental Management, the Office of Business Process Excellence, as well as other key knowledge management functions.

The Board of Directors has also approved the appointments of two new Senior Vice Presidents. Mr. Banjong Chintanasiri, who is currently Vice President - Office of Accounting, will be promoted to SVP - Accounting (Deputy CFO - Accounting) while Ms. Tientip Narach, SVP, oversees Treasury (Deputy CFO - Treasury).

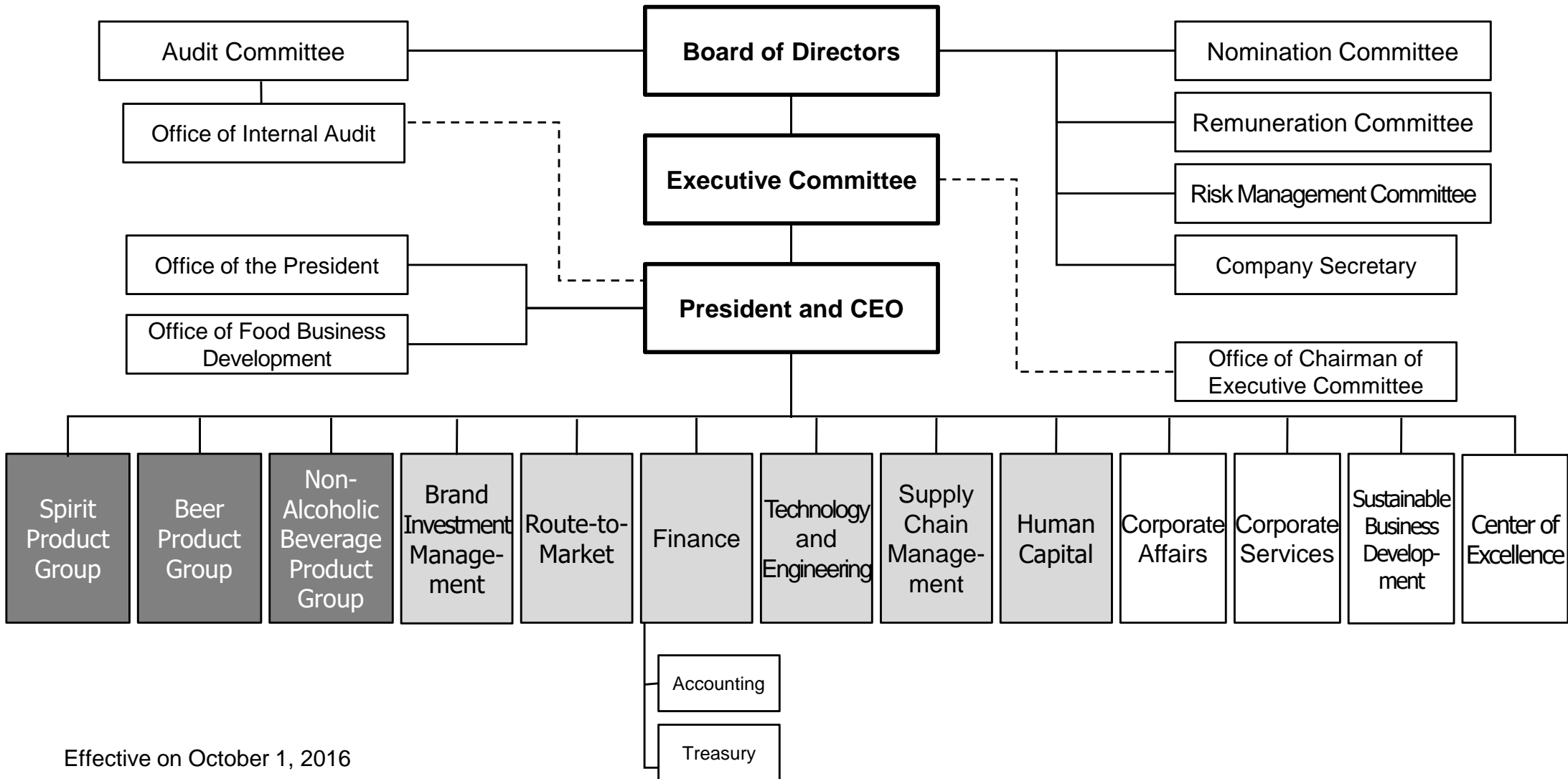
Mr. Pramote Hassamontr, who is currently Vice President, will be promoted to SVP - Office of Spirit Production.

"With the new structure and full support of the Board and management team, we are ready for the next phase of growth and are committed to developing a bright and sustainable future in partnership with our stakeholders," concluded Mr. Thapana.

September 7, 2016



Organization Structure of Thai Beverage Public Company Limited



Effective on October 1, 2016