



## **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 Executive Committee has approved an appended organizational structure and senior management appointments, effective 1 October 2018.

A new senior position, Chief Operating Officer - Thailand, is created to oversee synergies creations as well as complement our product group structure.

Another new senior position, Chief Finance Officer - International Business, is created to strengthen value creations of our acquisitions and international subsidiaries.

Both changes are in line with our commitments to prudently increase value creation and business benefits to move toward our Vision 2020 and beyond.

To strengthen our strategic focus in growth, diversity, brands, reach and professionalism, the following management appointments will take effect from 1 October 2018.

- Mr. Thapana Sirivadhanabhakdi, President and CEO, will also assume role as Chief Beer Product Group to level up our commitment to the opportunities in beer business.
- Mr. Ueychai Tantha-Obhas, Director and Senior Executive Vice President and Chief Route-to-Market, will be appointed our Chief Operating Officer – Thailand, to strengthen our core market, especially in synergy creations.
- Mr. Michael Chye Hin Fah, Executive Vice President and Chief Brand Investment, will be appointed as Executive Vice President, Finance and Accounting Group and Chief Finance Officer – International Business. He will bring extensive experiences in finance as well as merger and acquisition management to enhance value creations of our investments.
- Mr. Prapakon Thongtheppairot, Executive Vice President and Chief Spirit Product Group, shall also be assume the role as Chief Route-to-Market to further strengthen the Group’s extensive distribution network and customer reach.
- Mr. Kosit Suksingha, Executive Vice President and Chief Supply Chain Management, is also appointed as Chief Beer Business – Thailand, working with Mr. Thapana to ensure advancement of our beer business.
- Mr. Edmond Neo Kim Soon, Executive Vice President and Chief Beer Product Group, who engineered the successful relaunch of Chang Beer will bring his extensive brand experiences to contribute as Executive Vice President and Chief Brand Investment. He will be tasked to manage our brand investments and to enhance the brand portfolio of the Group to ensure our long term success.

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

28 September 2018

## Organization Chart of Thai Beverage Public Company Limited

