



## **ThaiBev Strengthens Leadership Bench in Pursuit of PASSION 2030**

Thai Beverage Public Company Limited (“**ThaiBev**” or the “**Group**”) would like to announce that our Executive Committee has approved the following changes to the management team, effective 2 January 2025.

Mr. Thapana Sirivadhanabhakdi, Director and Group CEO of ThaiBev, said “These leadership changes demonstrate the depth of our talent pool and reflect our dedication to maximizing the potential of our people, as we align our Group towards sustainable growth. By leveraging the strengths of our Chiefs across product groups and promoting outstanding individuals to management roles, we ensure leadership continuity and fresh perspectives, while enhancing cross-segmental collaboration – all of which are instrumental in building a future-ready leadership team to drive forward our strategic goals under PASSION 2030.”

### **Spirits Product Group**

- Mr. Sapon Racharaksa will be promoted to Executive Vice President, Chief Spirits Product Group, in addition to his current role as Chief People Officer and succeeding Mr. Prapakon Thongtheppairot. Concurrently, Mr. Sapon will step down as Chief Food Business Thailand and Chief Logistics.

Mr. Sapon brings with him a wealth of expertise, having held roles across various businesses within the TCC Group over 20 years, which have deepened his understanding of the group’s extensive network in Thailand and abroad. He is also well-versed in managing large organizations with modern practices and overseeing business expansion across regions from his time at Frasers Property. The combination of his experiences uniquely positions him to drive ThaiBev’s initiatives under PASSION 2030.

- Mr. Songwit Sritham will take on the new role of Senior Vice President, Chief Spirits Business – Thailand, and will cease to be Chief Beer Business – Thailand. Mr. Songwit has been with the Group for over 16 years. During his time as Chief Beer Business – Thailand, Mr. Songwit has strengthened the market position of ThaiBev’s flagship Chang Beer brand in the country, improved the beer business’ top- and bottom-line performance and drove product innovation, including the launch of Thailand’s first unpasteurized beer.

- Mr. Prapakon Thongtheppairot will step down as Chief Spirits Product Group after helming the segment for eight years and playing a key role in the expansion of ThaiBev's spirits business internationally. He will continue to serve as President and Group COO – International and Group Chief Financial Officer.

The appointment of Mr. Sopon and Mr. Songwit will enhance the Spirits Product Group's ability and capacity to drive business expansion in Thailand and internationally.

### **Beer Product Group**

- Mrs. Nongnuch Buranasetkul, Senior Vice President, has been appointed Chief Beer Business – Thailand, succeeding Mr. Songwit Sritham, and will cease to be Chief Non-alcoholic Beverage Business – Thailand. Mrs. Nongnuch has been with ThaiBev for almost a decade and has held roles across the Group's food and non-alcoholic beverage businesses in Thailand.

### **Non-alcoholic Beverage Business**

- Ms. Suporn Denpaisarn will be promoted to First Vice President, Chief Non-alcoholic Beverage Business – Thailand, from her role as Vice President, Marketing for Non-alcoholic Beverage Business – Thailand, succeeding Mrs. Nongnuch Buranasetkul.

### **Food Business**

- Mr. Paisarn Aowsathaporn will be promoted to First Vice President, Chief Food Business Thailand, from his role as Managing Director, Bistro Asia, succeeding Mr. Sopon Racharaksa.

### **Accounting**

- Mr. Kritsada Wattanapakin will be promoted to Senior Vice President, Group Accounting from his role as First Vice President, Group Accounting.

### **Logistics**

- Mr. Thepsiri Phengthieng will be promoted to Vice President, Logistics, from his role as Supply Chain Director, Thai Drinks Co. Ltd.

"As we embark on the next chapter of our growth, our steadfast commitment to sustainability and long-term success in partnership with our stakeholders is strengthened by the dedication of our management team and the unwavering support of our Board of Directors," concluded Mr. Thapana.

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