



MEDIA RELEASE

For Immediate Release

ThaiBev completes acquisition of KFC stores in Thailand as part of the expansion of its food business

Joining forces with KFC to progress the food business and create synergy among businesses under the Group

BANGKOK, Thailand, 1 December 2017 – Thai Beverage Public Company Limited (“ThaiBev”, and together with its subsidiaries, the “Group”) today announced that our subsidiary, The QSR of Asia Co., Ltd.¹ (“QSA”), has sealed its deal with YUM Restaurants International (Thailand) Co., Ltd. to acquire 252 KFC outlets, in a transaction amounting to approximately Baht 11.4 billion.

Mrs. Nongnuch Buranasetkul, Senior Vice President – Food Business (Thailand), ThaiBev, said: “Besides accelerating the expansion and progression of ThaiBev’s food business, the acquisition of KFC will provide collaboration with other businesses. The beverage business in particular, is an area worth exploring, as food and beverage business complement each other well.”

“We are confident that KFC’s established presence in the country will provide the Group with access to a large base of customers. Increased engagement with our consumers will enable us to continually adapt to current consumer trends and stay at the forefront of the industry.”

“Given YUM’s expertise in management of quick service restaurants, we will be able to propel the growth of KFC stores forward in the near future. Through our collaboration efforts, QSA will be a leading operator of international-standard food franchises for the market, bringing the KFC brand to greater reaches for consumers,” said Nongnuch.

KFC is a crucial jigsaw piece in ThaiBev’s food business, by complementing and strengthening the existing portfolio to achieve stable and sustainable growth.

– END –

¹ QSA was set up under Food of Asia Co., Ltd., ThaiBev’s wholly-owned subsidiary and food product group flagship company in Thailand

About Thai Beverage Public Company Limited

Thai Beverage Public Company Limited (“ThaiBev” or the “Group”) is a leading beverage company in Southeast Asia and the largest in Thailand. The Group’s vision to become a world-class total beverage company embodying commercial excellence, continuous product development and premiumisation, as well as professionalism. ThaiBev’s business consists of four segments – spirits, beer, non-alcoholic beverages, and food.

The Group was listed on the mainboard of the Singapore Exchange in 2006. With a market capitalisation of around S\$24 billion as at 30 November 2017, it is currently one of the largest Singapore-listed companies. In 2012, ThaiBev expanded its business overseas through the acquisition of Fraser and Neave, Limited (“F&N”), a highly recognized company in Singapore with a portfolio that boasts of many renowned brands. With the acquisition of F&N, the Group further cemented its position as the leading beverage producer and distributor in the region.

As at 30 September 2017, ThaiBev has 138 subsidiaries, including 18 distilleries, three breweries, and 11 non-alcoholic beverage production facilities in Thailand. The Group also has an extensive distribution network covering 400,000 points of sale in the country. In addition, ThaiBev has an international presence in over 90 countries. The Group has five production facilities in Scotland which are known for producing single malt scotch whiskies such as Balblair, Old Pulteney, as well as Speyburn. In Myanmar, the group has two production facilities and owns Grand Royal brand, an iconic whisky brand in Myanmar. In addition, ThaiBev owns one distillery in China which produces the famous Yulinquan Chinese spirit.

ThaiBev’s most recognised spirits brands include Ruang Khao, SangSom, Mekhong, Hong Thong, as well as Blend 285; and the Group’s signature beer, Chang, is very popular among Thai beer drinkers. In the non-alcoholic beverage space, ThaiBev’s leading brands include Oishi green tea, est cola, and Crystal drinking water. In addition, ThaiBev operates Japanese restaurants, as well as ready-to-cook and ready-to-eat food businesses through its subsidiary Oishi Group Public Company Limited. The Group has also started branching out from these well-established Japanese restaurants and food products, and is accelerating the expansion of its food business by leveraging its subsidiary Food of Asia.