



THAIBEV UNVEILS “PASSION 2025”

KEY HIGHLIGHTS

- Aims to BUILD new capabilities, STRENGTHEN number one positions, and UNLOCK potentials of the Group
- Moving forward with PASSION 2025 as a stable and sustainable ASEAN leader

BANGKOK, Thailand, 1 October 2020 – Thai Beverage Public Company Limited (“ThaiBev”, and together with its subsidiaries, the “Group”) today unveiled “PASSION 2025”, which encapsulates its roadmap for the next five years. This builds upon ThaiBev’s success in implementing initiatives in line with the five strategic imperatives – Growth, Diversity, Brands, Reach, and Professionalism – under its “Vision 2020”.

PASSION 2025 encompasses three domains. Firstly, the Group aims to build new capabilities by innovating to enhance its business and service model, its product offerings, and its channels, as well as by partnering stakeholders to grow with sustainability. Secondly, the Group endeavors to strengthen its leadership positions in its core markets – Thailand, Vietnam, Myanmar, Singapore and Malaysia. This will be driven by an increased focus on supply chain, process innovation and digitalization, as well as on brand portfolio management. Thirdly, the Group seeks to unlock potential to enhance shareholder value by building partnerships, asset value creation, and developing a world class workforce.

“Working towards Vision 2020 over the past six years, we have successfully expanded our presence in Thailand, Singapore, Malaysia, Myanmar, as well as Vietnam,” commented Mr Thapana Sirivadhanabhakdi, President and Chief Executive Officer of ThaiBev. “We have solidified our leadership position across key beverage segments in these markets and also become a leading food and beverage company in Southeast Asia. In addition, being named the DJSI World Leader in the beverage sector for consecutive years has earned us global recognition. Having grown from being a local champion to a regional leader, it is time for the next stage of our transformation – becoming the pride of ASEAN. Our roadmap in this regard are collectively called PASSION 2025, because winning our goals is not just our vision; it is our passion.”

Underpinned by robust fundamentals, ThaiBev is moving forward with its growth plans despite the tough operating environment at present. Having navigated various challenges over the past few years, its businesses have emerged stronger and have proven to be resilient amid the ongoing COVID-19 pandemic. As the Group continues to manage its businesses responsibly, holistically safeguarding stakeholders' interests, it believes it remains well-placed to deliver sustainable value to shareholders.

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ABOUT THAI BEVERAGE PUBLIC COMPANY LIMITED

Thai Beverage Public Company Limited (“ThaiBev”, and together with its subsidiaries, the “Group”) is a leading beverage company in Southeast Asia and the largest in Thailand. The Group’s vision is to be a world-class total beverage company embodying commercial excellence, continuous product development and premiumization, 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. 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 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. In 2017, ThaiBev further broadened its presence in the region with the acquisition of a 75% stake in the Grand Royal Group (“**GRG**”), the largest player in Myanmar’s whisky market, as well as an acquisition of a 53.59% stake in Saigon Beer-Alcohol-Beverage Corporation (“**Sabeco**”), a leading beer producer in Vietnam, which made the Group the largest beer player by volume in Southeast Asia.

ThaiBev has a market capitalization of around S\$15 billion as of 30 September 2020 and is currently one of the largest Singapore-listed companies. It is also a member of the Dow Jones Sustainability Indices (“**DJSI**”) World family and the DJSI Emerging Markets family.

BUSINESSES AND PRODUCTS

As of 30 June 2020, ThaiBev has 216 subsidiaries and associates, including 19 distilleries, three breweries, and 21 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; has interests in two production facilities in Myanmar which produce the top-selling whisky in the country; and owns one distillery in China which produces the famous Yulinquan Chinese spirit.

ThaiBev's most recognized spirits brands include Ruang Khao, SangSom, Mekhong, Hong Thong, and Blend 285, as well as GRG's iconic Grand Royal whisky; and the Group's signature beer, Chang, is very popular among Thai beer drinkers, while Sabeco's Bia Saigon and 333 are the top-selling beer brands in Vietnam. In the non-alcoholic beverage space, ThaiBev's leading brands include Oishi green tea, est cola, and Crystal drinking water, as well as F&N's sparkling drinks and 100PLUS isotonic drink. In addition, the Group operates Japanese restaurants, as well as ready-to-cook and ready-to-eat food businesses through its subsidiary Oishi Group Public Company Limited. ThaiBev 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 and its franchise outlets under KFC, the most popular quick service restaurant brand in Thailand.