



ThaiBev Unveils “Vision 2020” Strategic Roadmap for its Group

- **Increase revenue contribution from non-alcoholic beverages to over 50%**
- **Increase revenue contribution from outside of Thailand to over 50%**
- **Streamline businesses into three product groups supported by common infrastructure**
- **Push core brands and key markets for each product group**

Thai Beverage Public Company Limited (“ThaiBev” or the “Group”) unveiled “Vision 2020”, the Group’s roadmap for the next six years. Driven by “Five Strategic Imperatives” – Growth, Diversity, Brands, Reach, and Professionalism, ThaiBev is setting out to further the success it has progressively achieved since its establishment in 2003.

“Vision 2020 is all about sustainable leadership. It underlines our resolve to consolidate and build on our leading position in Southeast Asia. To this end, we endeavour to align our various businesses along a common path and harness our combined strengths. Through Vision 2020, we seek to provide customers with even better products; create greater value and deliver more sustainable returns to shareholders; and enlarge opportunities for our employees,” commented Mr Thapana Sirivadhanabhakdi, President and CEO of ThaiBev.

IMPERATIVES ONE AND TWO: GROWTH AND DIVERSITY

ThaiBev aims to solidify its position as the largest and most profitable beverage company in Southeast Asia. To support and sustain this growth, the Group intends to diversify its revenue streams, which currently stem mainly from the sale of alcoholic beverages in Thailand. As such, revenue contribution from non-alcoholic beverages is targeted to increase to over 50% by 2020. Revenue contribution from the sale of products outside of Thailand is also targeted to rise to over 50% by the end of the same period.

IMPERATIVES THREE AND FOUR: BRANDS AND REACH

ThaiBev has streamlined its businesses into three product groups – spirits, beer, and non-alcoholic beverages. Each of these product groups will have its own centralised management team, as well as access to supporting services. Adopting a consumer- and market-driven approach to expanding the business, ThaiBev has identified core brands, as well as primary and secondary markets with the greatest growth potential for each product group.

	Spirits	Beer	Non-Alcoholic Beverages
Core Brands	▪ Ruang Khao ▪ Hong Thong ▪ Blend 285 ▪ Old Pulteney	▪ Chang	▪ est ▪ 100PLUS ▪ Oishi ▪ NutriSoy
Primary Market(s)	▪ Thailand	▪ Thailand ▪ Myanmar ▪ Singapore	▪ Thailand ▪ Malaysia ▪ Singapore ▪ Vietnam
Secondary Markets	▪ Philippines ▪ Vietnam ▪ Myanmar	▪ Malaysia ▪ Cambodia	▪ Myanmar ▪ Philippines ▪ Indonesia

In order to realise such potential, robust and efficient routes to all markets are required. Accordingly, ThaiBev plans to strengthen its existing distribution networks, build new ones, and also enter into partnerships with third-party distributors when appropriate.

IMPERATIVE FIVE: PROFESSIONALISM

Aspiring to be the epitome of a professional organisation, ThaiBev will strive to ensure that the teams behind all three product groups work together seamlessly and function effectively, leveraging cross-product group synergies where applicable. The Group will also look to enhance the diversity of its workforce, particularly its management teams, in terms of age, gender, and nationality.

Mr Thapana concluded, “Our employees play an important role in our quest for deeper and wider market leadership. Vision 2020 has to permeate our entire organisation, and inspire the way we work at all times. While we have already achieved extraordinary growth over the past 11 years, I believe Vision 2020 will be an exciting new initiative that sets ThaiBev on a bold path to securing an even more stable and sustainable leadership position in Southeast Asia.”