



**YEO HIAP SENG LIMITED**

Company Registration No.: 195500138Z

3 SENOKO WAY SINGAPORE 758057

TEL: (65) 6752 2122 FAX: (65) 6752 3122

## **MEDIA RELEASE**

### **SAMUEL KOH TO BE APPOINTED GROUP CEO MELVIN TEO TO BE APPOINTED ADVISOR TO THE GROUP**

**30 December 2019, Singapore** – Yeo Hiap Seng Limited (“YHS”, and together with its subsidiaries, the “Group”) today announced that Mr Samuel Koh Chee Boon will be appointed as Group CEO (Designate) on 14 January 2020 until 13 March 2020, when he will succeed as Group CEO. Mr Melvin Teo will be appointed as Advisor to the Group from 14 March 2020 until 13 July 2020 for an orderly transition as he plans to leave the Group thereafter to pursue other interests.

Mr Daryl Ng, Chairman (Designate) of the Board, commented, “Melvin indicated some time ago that he would like to pursue other interests outside the Group in 2020. The Board has commenced an executive search and identified Samuel, a progressive leader with rich consumer industry experience. The Board is highly appreciative of Melvin’s leadership, and is delighted that Melvin has agreed to stay on as Advisor until July 2020 for a seamless transition. On behalf of the Board, I would like to thank Melvin for leading the team of committed professionals over the past five years, and would like to welcome Samuel on board, who will bring valuable experience to the Group. We look forward to working with Samuel to write the next chapter of the YHS story.”

Mr Samuel Koh has extensive executive experience working for Coca-Cola, Unilever and Yum! Brands across multiple geographies. Since May 2017, Samuel held the position of Vice President, Coca-Cola Greater China and Korea Business Unit where he led the setting up of new business ventures and strategic investments in emerging beverage players. From January 2015 to April 2017, Samuel was the Chief Financial Officer of COFCO Coca-Cola Beverages Ltd, one of the largest Coca-Cola bottlers in the world. During his tenure, COFCO Coca-Cola acquired new bottling territories in Mainland China leading to significant growth in revenue and profits. Prior to this, Samuel held various roles in strategy, business development and finance in Coca-Cola ASEAN Business Unit, Yum! Brands and Unilever. Samuel holds Executive MBA degrees from INSEAD Business School and Tsinghua University. He is a Chartered Accountant of Singapore.

Mr Melvin Teo joined the Group on 1 January 2015 as Executive Director and became Group CEO on 24 April 2015. Over the past five years, Melvin led the Group through challenges, strengthened the Yeo’s brand as a market leader in its core markets and built up our overseas markets, particularly in Cambodia where we now have the capability to manufacture our products locally to serve the Indochina region. In 2018, Melvin was awarded the Best CEO for mid cap companies at the Singapore Corporate Awards. In 2019, he was awarded the Leading CEO at The Singapore HR Awards and the Most People Focused CEO at The Human Resources Excellence Awards. Under Melvin’s leadership, the Group also won a good number of prestigious accolades such as the Singapore Prestige Brand Awards from 2015 to 2017 and being inducted into the Hall of Fame in 2017; various HR awards such as Excellence in Work-life Balance, Employer Branding and Leading HR Practices in Learning & Development.

~ END ~

**About Yeo Hiap Seng Limited ([www.yeos.com.sg](http://www.yeos.com.sg))**

Yeo's has grown from strength to strength, from its humble beginnings as a striving enterprise in pre-war Singapore, to its transformation as a food & beverage conglomerate with a global network that spans the Asia-Pacific, Europe, North America and Oceanic regions.

A leading name in the Asian drinks market, Yeo's has broadened its customer reach and entrenched its industry presence through a combination of geographical expansion and product diversification. On the beverage front, Yeo's competitive advantage lies in the Group's ability to stay true and relevant to consumers' changing palettes and preferences based on lifestyle and cultural differences. In the food category, Yeo's smorgasbord of popular Asian recipes has garnered the liking of legions of consumers across multiple generations who have come to rely on the Yeo's brand for its signature authentic flavors and mark of exceptional quality.