



SAIGON BEER – ALCOHOL – BEVERAGE CORPORATION

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SABECO ANNOUNCES APPOINTMENT OF TWO KEY EXECUTIVES

HO CHI MINH CITY, 20th SEPTEMBER 2018, Saigon Beer – Alcohol – Beverage Corporation (“**SABECO**”), Vietnam’s biggest brewer and the maker of Bia Saigon and 333, today announced the appointment of Mr. Hoang-Dao Hiep as SABECO’s Deputy General Director (Marketing) and Mr. Nguyen Hoang Giang as General Director of Saigon Beer Trading Company Limited (“**SATRACO**”). SATRACO is a wholly-owned subsidiary of SABECO and one of the key distributors of Bia Saigon and 333.

“SABECO aims for a balance of international experience and local expertise” said Mr. Bennett Neo, General Director of SABECO. “We are delighted to welcome Hiep and Giang to SABECO’s leadership team. Both of them are leaders in their own industry. Hiep’s profound marketing & leadership expertise will help spearhead our portfolio brand strategies and internationalize Bia Saigon and 333. Giang’s extensive experience and strong track record in logistics and supply chain will be incredibly beneficial to SABECO as we look to drive rapid growth both locally and overseas. These two leaders will each play integral roles in the continued growth and success of SABECO.”

Mr Hoang-Dao Hiep, 45, will join SABECO as the Deputy General Director (Marketing) starting 1st October 2018. Mr. Hoang-Dao will be responsible for marketing and corporate communications strategies and initiatives across SABECO and will play a key role in SABECO’s ongoing plans to expand into international markets. Mr. Hoang-Dao brings to SABECO over 20 years of experience, most recently as the Managing Director of Saatchi & Saatchi Vietnam, a global communications and advertising agency. Before coming back to his home country Vietnam in 2014, Mr. Hoang-Dao was the Regional Marketing Director at the Carlsberg Group, where he drove equity growth across beer & non-beer portfolios throughout South East Asia.

Mr. Nguyen Hoang Giang, 52, joins SABECO with more than three decades of experience in logistics services and supply chain. Mr. Nguyen is responsible for managing SATRACO under the strategic development direction of SABECO, especially in supply chain. Previously the General Director of Vinafco Joint Stock Company (“**Vinafco**”), a leading logistic service and supply chain provider in Vietnam, Mr. Nguyen was instrumental in transforming Vinafco from a local logistic services provider to be amongst the top three logistic companies in the country. Earlier in his career, Mr. Nguyen was the Regional Logistics Director, South East Asia of IKEA Trading and the Director of Operation & Customer Services at Toll Logistics.

For more information, please contact:

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About SABECO

Saigon Beer – Alcohol – Beverage Corporation (“**SABECO**”) is one of the top Vietnamese corporate brands and the market leader in Vietnam Beer industry. With a history of more than 140 years of brewing, SABECO has earned its leadership as a leading corporation, with an ecosystem of 25 environmentally-friendly breweries, 10 trading member companies with a network of branches nationwide. The beer portfolio of SABECO consists of leading brands Saigon Special, Saigon Export, Saigon Lager and 333. Quality of Bia Saigon is recognized by prestigious organizations both local and international: The National Brand status, Gold Prize at Australian International Beer Award (AIBA) in 2015, as well as many other awards...

December 29th, 2017 marked a significant milestone in the history of SABECO when the Government successfully divested 53.59% of charter capital to Vietnam Beverage Co Ltd, a 49% owned indirect associate of Thai Beverage Public Company Limited (ThaiBev) for almost US\$5 billion. This event sets the pivotal milestone for the upcoming development, in which SABECO will focus on sustainable business growth through harnessing synergies across brand strength, financial capacity, manufacturing and distribution systems, experience, strong insights of local market with good governance & transparent management.

For more information on SABECO, please visit: www.sabeco.com.vn