

## Announcement

January 21, 2019

To ensure the continuation of smooth and effective management, the Nomination and Remuneration Committee has proposed the succession plan for Chief Executive Officer to the Board of Directors meeting. The Board of Directors, with the support of the Company's partner – the Coca-Cola Company, Atlanta, has a resolution to appoint Major General Patchara Rattakul to replace Second Lieutenant Phairoch Rattakul who passed away on December 22, 2018. Maj. Gen. Patchara will be appointed as Chief Executive Officer (CEO) from January 21, 2019.

Maj. Gen. Patchara joined the Company as an Advisor in 2003. He has been recognized and trusted to manage as Chief Operating Officer (COO) since 2009. Throughout his work, he has been leading our strategic direction in driving the business as well as bringing new initiatives and technology to develop the organization, which is evident in the continuously growing and satisfactory performance of the Company.

With 16 years of outstanding works and experience, including his good understanding of the business and Haad Thip's corporate culture, the Board of Directors is confident that Maj. Gen. Patchara is a suitable person to pursue the Company's vision, as a CEO, and to lead it toward a sustainable and profitable growth into the future.

Please be advised, accordingly.

Gen. Charan Kullavanijaya  
Chairman