



**CARSONS MANAGEMENT SERVICES (PRIVATE) LIMITED**  
*No. of Company PV 315*

**BY FAX/ BY HAND**

2<sup>nd</sup> April 2014

Mr. Renuke Wijayawardhane  
Chief Operating Officer  
Colombo Stock Exchange  
# 4-01, West Block, World Trade Centre  
Echelon Square, Colombo 1

**Our Ref.: BREW/CSE/ANN/2014/NS/02**

Dear Sir,

**ANNOUNCEMENT**  
**CEYLON BEVERAGE HOLDINGS PLC**  
**APPOINTMENT OF DIRECTOR**

This is to inform that Mr. Henrik Juel Andersen joins the Ceylon Beverage Holdings PLC Board as a Non-Executive Director with effect from 01st April 2014.

As per the requirements of Section 7.10.3(d) of the Colombo Stock Exchange Listing Rules, a brief resume of the newly appointed Director is as follows;

**MR. HENRIK JUEL ANDERSEN**

Mr. Henrik Juel Andersen has been appointed as a Director of Carlsberg Brewery Malaysia Berhad on 7<sup>th</sup> June 2013. He is also a member of the Board of Caretech Limited (Cambodia); (Hong Kong), Lao Brewery Co. Ltd., (Laos); CB Distribution Co. Ltd., [Thailand]; Carlsberg Indochina Ltd., (Thailand); Carlsberg Indochina Co. Ltd., (Vietnam); Hanoi Beer and Beverage Joint Stock Corporation (Vietnam); Hanoi-Vungtau Beer Joint Stock Company (Vietnam); Hue Brewery Ltd. (Vietnam); International Beverage Distributors Ltd. (Vietnam); South East Asia Brewery Ltd. (Vietnam); Myanmar Carlsberg Co Ltd. (Myanmar) and Angkor Beverage Co. (Cambodia).

Mr Andersen started his career as Area Manager, Carlsberg International A/S in 1993 and subsequently moved to Asia in 1995. He was previously the Brand Manager for Carlsberg Brewery Malaysia Berhad, Sales and Marketing Manager for Carlsberg Marketing Taiwan Ltd (Taipei), Sales & Marketing Director for Carlsberg Brewery Shanghai Ltd., (China) and was appointed as General Manager of the said brewery in 2000. In 2000 to 2007, Mr Andersen was the Managing Director of South East Asia Brewery Ltd (Hanoi). Prior to his appointment as Director of Carlsberg Brewery Malaysia Berhad, he was the Regional CEO, Carlsberg Indochina Ltd responsible for Vietnam, Thailand, Laos, Cambodia and Myanmar.

Mr Andersen graduated with Masters of Business Administration from the Copenhagen Business School and is a Copenhagen Goodwill Ambassador.



**CARSONS MANAGEMENT SERVICES (PRIVATE) LIMITED**  
*No. of Company PV 315*

As per the SEC Directive No.SEC/LEG/13/12/45 dated 27th December 2013, we disclose that Mr. Henrik Juel Andersen has a Relevant Interest in 1,676,440 Ordinary Shares of Ceylon Beverage Holdings PLC.

Yours faithfully,

For and on behalf of

**CEYLON BEVERAGE HOLDINGS PLC**

Carsons Management Services (Private) Limited

Director

Secretaries

-/ns