



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

12th June 2020

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/2020/NS/02

Dear Sir,

ANNOUNCEMENT

**CEYLON BEVERAGE HOLDINGS PLC (THE 'COMPANY')
CHANGE IN POSITION OF CHIEF EXECUTIVE OFFICER**

In terms of Section 8.1 of the Listing Rules of the Colombo Stock Exchange, we wish to inform that Mr. Suresh Shah will retire as Chief Executive Officer of Ceylon Beverage Holdings PLC on 30th June 2021 following a very successful 30 year leadership of the Company.

The Company's small brewing operation in Nuwara Eliya was relocated to Biyagama and transformed into a modern state of the art facility via its subsidiary, Lion Brewery (Ceylon) PLC under Mr. Suresh Shah's leadership. Today Lion - built on the strong fundamentals of award winning Fast-Moving Consumer Goods (FMCG) brands, state of the art manufacturing technology, route to market excellence, a capable and talented team and a strong balance sheet - ranks as one of the largest and most successful companies in Sri Lanka.

Following a robust search process, the Board is pleased to announce that Mr. Rajiv Herath Meewakkala who joined the Board on 1st September 2017 as a Non-Executive Independent Director, is to be appointed '**Chief Executive Officer - Designate**' with effect from 1st July 2020. As such, **Mr. Rajiv Herath Meewakkala will become an Executive Director of Ceylon Beverage Holdings PLC with effect from 1st July 2020.**

Mr. Rajiv Herath Meewakkala is expected to succeed Mr. Suresh Shah as the Chief Executive Officer of the Company on Mr. Suresh Shah's retirement.

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A brief profile of Mr. Rajiv Herath Meewakkala is as follows,

Rajiv's management experience spans across both private and public sector organization and his core expertise are in marketing and general management. His career commenced in the private sector, working for a multinational group for 19 years, post which, he lead three large state sector businesses in retail, construction and banking.

In the private sector, Rajiv was the Marketing Director of Ceylon Tobacco Company (fully owned subsidiary of British American Tobacco - BAT) where he managed a diverse brand portfolio. His responsibilities included building both global and local brands by strengthening brand values through targeted communication, innovation in product and packaging whilst being responsible for the trade marketing and sales function. He was a member of the South Asia Marketing Leadership team of BAT, and was also Head of Brand Marketing for BAT Cambodia and Laos.

Post BAT, Rajiv worked as a Brand Consultant with Interbrand, a global brand consultancy group. Currently, he is also serving as a Non-Executive Director at Ceylon Beverage Holdings PLC and Lion Brewery (Ceylon) PLC. In his tenure in the public sector, he was appointed as CEO of Lanka Sathosa, Chairman of State Development Construction Corporation and Chairman of Housing Development Finance Corporation (public quoted, specialized housing bank of the Government).

Rajiv holds a PHD (Management) from the University of Honalulu, MSc in International Marketing from the University of Strathclyde (Glasgow) and a Post Graduate Diploma in Marketing from the Chartered Institute of Marketing (UK).

Board composition with effect from 1st July 2020 would be as follows;

<u>Name of the Director</u>	<u>Executive/ Non-Executive/ Independent</u>
Mr. D. A. Cabraal (Chairman)	Independent/ Non-Executive
Mr. H. Selvanathan (Deputy Chairman)	Executive
Mr. M. Selvanathan	Executive
Mr. D.C.R. Gunawardena	Non-Executive
Mr. S. Clini	Non-Executive
Mr. S. K. Shah (CEO)	Executive
Mr. R. H. Meewakkala (CEO - Designate)	Executive

In terms of Rule 7.8.b of the Listing Rules of the Colombo Stock Exchange, we also wish to disclose that Mr. Rajiv Herath Meewakkala will not have any Relevant Interest in the issued Ordinary Shares of Ceylon Beverage Holdings PLC with effect from 1st July 2020.

Yours faithfully,

For and on behalf of

CEYLON BEVERAGE HOLDINGS PLC

Carsons Management Services (Private) Limited



Director

Secretaries

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