

## Leadership Team



Mr Lee Meng Tat  
Chief Executive Officer,  
Non-Alcoholic Beverages

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Mr Edmond Neo  
Chief Executive Officer,  
Beer

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Mr Siew Peng Yim  
Chief Executive Officer,  
Times Publishing Group

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Mr Lim Yew Hoe  
Chief Executive Officer,  
Fraser & Neave Holdings Bhd

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Mr Hui Choon Kit  
Chief Financial Officer  
and Company Secretary

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### MR LEE MENG TAT, 58

#### Chief Executive Officer, Non-Alcoholic Beverages

Date of appointment  
01 May 2015

Length of service in the F&N Group  
18 years 10 months

#### JOB DESCRIPTION

Mr Lee is responsible for overseeing and driving the growth strategies of Group's non-alcoholic beverages business, which has operations and investments in Indonesia, Malaysia, Myanmar, Singapore, Thailand and Vietnam.

#### ACADEMIC & PROFESSIONAL QUALIFICATION(S):

- Certificate in Corporate Governance, International Directors Programme (IDP-C), INSEAD, France
- Advanced Management Program, Harvard Business School, USA
- Master of Business Administration, Imperial College, London, UK
- Bachelor of Engineering (Mechanical), National University of Singapore, Singapore

#### WORKING EXPERIENCE

- Chief Executive Officer, Wildlife Reserves Singapore Group
- Chief Corporate Development Officer, Food & Beverage Division, Fraser and Neave, Limited ("F&N")
- Chief Executive Officer, China, Heineken-APB (China) Management Services Co., Ltd and Regional Director, China, Asia Pacific Breweries Ltd ("APB")
- Vice-President & Deputy Head, Education Services and Corporate General Manager (Projects), Times Publishing Ltd
- Vice-President (E-business & Operations), Fannet Online Pte Ltd
- Senior Manager, New Ventures, F&N
- Deputy General Manager, Sembawang Leisure Pte Ltd
- Deputy Director, Regional Tourism, Singapore Tourism Board
- Assistant Head, International Business Development, Singapore Economic Development Board
- Owner, Wokabout Pte Ltd
- Assistant Treasurer, Corporate Banking, DBS Bank Ltd

#### OTHERS

- Council Member, Singapore Cancer Society

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### MR EDMOND NEO, 56

#### Chief Executive Officer, Beer

Date of appointment  
01 October 2016

Length of service in the F&N Group  
29 years 02 months

#### JOB DESCRIPTION

Mr Neo is responsible for overseeing and driving the growth strategies of the Group's beer business.

#### ACADEMIC & PROFESSIONAL QUALIFICATION(S):

- Bachelor of Accountancy, National University of Singapore, Singapore
- Diploma in Marketing Management, Singapore Institute of Management, Singapore
- Heineken Executive Program, INSEAD, Fontainebleau

#### WORKING EXPERIENCE

- Managing Director, Chang International Co., Ltd
- General Manager, Regional Brand Development, F&N Interflavine Pte Ltd
- Director, Group Commercial, Asia Pacific Breweries Ltd ("APB")
- Chief Executive Officer, APB (Lanka) Ltd
- Commercial Manager, Cambodia Brewery Limited
- Assistant General Manager, Group Commercial, APB
- Regional Marketing Manager, Philips Electronics Singapore
- Senior Marketing Manager, APB
- Senior Brand Manager, DB Breweries Limited
- Senior Brand Manager, APB Singapore
- Corporate Banking Officer, Overseas Union Bank
- Auditor, Price Waterhouse

#### OTHERS

- Nil

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### MR SIEW PENG YIM, 52

**Chief Executive Officer,  
Times Publishing Group**

Date of appointment  
**01 October 2014**

Length of service in the F&N Group  
**9 years 05 months**

#### **JOB DESCRIPTION**

Mr Siew is responsible for overseeing and driving the growth strategies of the Group's publishing and printing businesses.

#### **ACADEMIC & PROFESSIONAL QUALIFICATION(S):**

- Bachelor of Accountancy, National University of Singapore, Singapore
- Chartered Accountant of Singapore, Institute of Singapore Chartered Accountants, Singapore

#### **WORKING EXPERIENCE**

- Chief Financial Officer and Chief Operating Officer, Times Publishing Limited ("TPL")
- Chief Financial Officer, TPL
- Chief Financial Officer, Chief Operating Officer and Executive Director, HTL International Holdings Ltd
- Chief Financial Officer, HTL International Holdings Ltd
- Group Financial Controller, HTL International Holdings Ltd
- Financial Controller, Pillar Corporation Pte Ltd
- Chief Financial Officer, Excel Machine Tools Ltd
- Senior Audit Manager, PricewaterhouseCoopers

#### **OTHERS**

- Nil

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### MR LIM YEW HOE, 55

**Chief Executive Officer,  
Fraser & Neave Holdings Bhd**

Date of appointment  
**01 December 2014**

Length of service in the F&N Group  
**24 years 01 month**

#### **JOB DESCRIPTION**

Mr Lim is responsible for overseeing and driving the growth strategies of the Fraser & Neave Holdings Group's businesses.

#### **ACADEMIC & PROFESSIONAL QUALIFICATION(S):**

- Master of Business Administration (Banking and Finance), Nanyang Technological University
- Bachelor of Science (Estate Management), National University of Singapore

#### **WORKING EXPERIENCE**

- Managing Director, Asia Pacific Brewery (Hanoi) Limited
- Managing Director, Myanmar Brewery Limited
- General Manager, Chief Executive Officer's Office, APB
- Cluster Director, Heineken Asia Pacific Breweries (China) Pte Ltd
- General Manager, Heineken Trading Shanghai Co. Ltd
- General Manager, Shanghai Asia Pacific Breweries Co. Ltd
- Commercial Director, Shanghai Asia Pacific Breweries Co. Ltd
- Sales Director, Shanghai Asia Pacific Breweries Co. Ltd
- Commercial Manager, Myanmar Brewery Limited
- Manager, Indochina Regional Director's Office, APB
- Airport Manager, Civil Aviation Authority of Singapore
- Assistant Airport Manager, Civil Aviation Authority of Singapore

#### **OTHERS**

- Nil

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### MR HUI CHOON KIT, 57

**Chief Financial Officer and  
Company Secretary**

Date of appointment  
**01 October 2012**

Length of service in the F&N Group  
**21 years 08 months**

#### **JOB DESCRIPTION**

Mr Hui is responsible for the Group Finance, Treasury, Taxation, Investor Relations and Corporate Communications, Risk Management and Sustainability, Corporate Secretariat, Group Legal and Management Services functions.

#### **ACADEMIC & PROFESSIONAL QUALIFICATION(S):**

- Master of Business Administration, Nanyang Technological University, Singapore
- Bachelor of Business, Curtin University of Technology, Australia
- Chartered Accountant of Singapore, Institute of Singapore Chartered Accountants, Singapore

#### **WORKING EXPERIENCE**

- Group Financial Controller, Fraser and Neave, Limited ("F&N")
- Deputy Group Financial Controller/ General Manager, Corporate Communications, F&N
- General Manager, Treasury and Budget, F&N
- General Manager, Corporate Communications & Special Projects/ Budget Manager, Chairman's Office, F&N
- Deputy General Manager, Corporate Planning & Business Development/ Budget Manager, Chairman's Office, F&N
- Assistant General Manager, Corporate Planning & Business Development, F&N
- Senior Manager, New Ventures, F&N
- Manager, Corporate Finance, Schroder International Merchant Bankers Limited
- Assistant Vice-President, Investment Banking, Keppel Bank of Singapore Limited
- Executive Consultant, Ernst & Young Consultants Pte Ltd

#### **OTHERS**

- Member, Finance Committee, National Kidney Foundation