



Pivovary Lobkowicz Group, a.s. brewery strengthens its management in order to actively use the group potential and new market opportunities

Press Release – 1 April 2015

Praha – In line with the planned top management changes, Mr Otakar Binder resigned from the post of the Commercial Director, after the agreement with the Supervisory Board of Pivovary Lobkowicz Group, a.s. (further PLG, or PLG Group). Mr Binder leaves PLG after 7 years with the effect of 31 March 2015. Effective the same date, he terminated his assignments in all statutory bodies of PLG Group.

Given the changes in the dynamic beer market and with the aim to maximize the unique assets and brands of PLG Group, PLG created a new key management position: Executive Director. This position will be occupied from 1 April 2015 by **Mr Pavel Herman**. His goal will be a utilization of the imminent business opportunities which are currently available in the highly competitive beer market. The definition and application of the new commercial strategy focused on the changes and development of consumer habits will become a new fundamental way of development of PLG Group. In connection to this, a new modern management system and intercompany processes will be implemented in order to fully utilize PLG Group's potential and achieve a higher efficiency. The new Executive director will report directly to the Supervisory Board. Mr Herman was also appointed Vice-chairman of the Board of Directors.

Pavel Herman (44) is a respected top manager in the area of fast moving consumer goods and has an international experience from Europe and overseas. In the past 20 years, he occupied top management positions in multi-national food companies (Mars, H.J.Heinz, Hero, and Molson Coors) which he has partially used during some external work for PLG Group in the last few months. During this period he obtained a good fundamental knowledge of PLG Group and therefore, he can start his new management position immediately.

Mr Zdeněk Radil will remain as the CEO and Chairman of the Board of Directors. Mr Radil will continue to be responsible for identification and execution of new strategic opportunities for PLG Group. As the CEO, he will guarantee the business continuity of PLG. Mr Radil will be also responsible for corporate communication of the PLG Group with its shareholders, current and potential investors and financial and regulatory institutions.

In order to ensure the maximum efficiency of all PLG Group companies, Mrs Eva Kropová will be replaced in the Boards of Directors of remaining PLG Group companies by Mr Petr Blažek, current CFO of the PLG Group. Mrs Kropová will become a member of the Supervisory Boards of PLG Group companies.

For a further information please contact:

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