

For considering of Agenda 7: To consider electing directors to replace those retiring by rotation

Biography of Directors Nominated for Re-election

Name	: Mr. Suchin Wanglee	
Present Position(s)	: Vice Chairman No. 1 and Chairman of Compensation Committee	
Age	: 77 years	
Nationality	: Thai	
Education	: Bachelor Degree in Electrical Engineering Northrop Institute of Technology, U.S.A.	
Director Training Program	: - The Role of Chairman (RCM 4/2001), Thai Institute of Directors - Executive Program (CMA 9), Capital Market Academy - The Top Executive Program in Commerce and Trade, Commerce Academy	
Number of Serm Suk Shares	: None	
Year of Directorship	: 3 years	
Is a relative to the management/ Major shareholders of the company or subsidiary company	: No	
Positions in <u>Other Listed Companies</u>	: Chairman, Thai Reinsurance Plc. Independent Director , Thai-German Ceramics Industry Plc. Independent Director and Member of Audit Committee, BTS Group Holdings Plc.	
Positions in <u>Non-Listed Companies</u>	: Chairman, The Navakij Insurance Public Company Limited Chairman, Rangsit Plaza Co., Ltd Chairman, The Sathorn Thani Co., Ltd Chairman, The Falcon Insurance Plc. Chairman, Thaire Life Assurance Plc. Director , Wanglee Pattana Co., Ltd Director , Wanglee Co., Ltd Director, Aqua Infinite Co., Ltd. Director, The Pet Co., Ltd. Director, Thai Metal Drums Co., Ltd. Director, Nuchapon Co., Ltd. Director, Rajadamri Hotel Public Company Limited Director, Varopakorn Co., Ltd	
Positions in Rival Companies/ Connected Business that may cause conflict of interest	: None	
Experiences	: 1971 – Present Director, The General Insurance Association (2007–2009) (2003 – 2005) (1973 – 1975) Chairman, The General Insurance Association (2003 – 2005)(2001 – 2003) (1974 – 1976) Director, Board of Trade of Thailand	


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1997 – 2006	Chairman of the Executive Board, The Navakij Insurance Public Company Limited
2007 – 2008	Chairman of Risk Management Committee, The Navakij Insurance Public Company Limited
1997 – 2005	Director and Audit Committee , The Minor Food Group

2012 Meetings' attendance : 6 out of 8 Board of Directors Meetings
2 out of 2 Compensation Committee Meetings


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Biography of Directors Nominated for Re-election

Name	: Mr. Somchai Bulsook	
Present Position(s)	: Director, Chairman of Executive Committee & CEO and Member of Nominating and Corporate Governance Committee	
Age	: 70 years	
Nationality	: Thai	
Education	: Menlo School of Business Administration, Menlo Park California	
Director Training Program	: IOD Directors Certification Program (May 5 – December 3, 2003) Certificate Leader Program, Capital Market Academy Class 15	
Number of Serm Suk Shares	: None	
Year of Directorship	: 30 years	
Is a relative to the management/ Major shareholders of the company or subsidiary company	: a relative to the President	
Positions in <u>Other Listed</u> Companies	: Vice Chairman, Independent Director and Member of Audit Committee, Chairman of Human Resources and Remuneration Committee Kasikorn Bank Plc. Independent Director, Royal Orchid Hotel (Thailand) Plc.	
Positions in <u>Non-Listed</u> Companies	: Chairman, Serm Suk Holdings Co., Ltd Chairman, Serm Suk Beverage Co., Ltd Chairman, Petform (Thailand) Co., Ltd Director, Wrangyer Beverage (2008) Co., Ltd Director, Sheraton Royal Orchid Co., Ltd Director, Thai Royal Orchid Real Estate Director, Ngow Hock Co. Ltd. and Director, Ngow Hock Agency Co. Ltd Director Panjamitr Holding Co., Ltd	
Positions in Rival Companies/ Connected Business that may cause conflict of interest	: None	
Experiences	: 1996 – 2011 President & CEO, Serm Suk Public Company Limited 1992 – 2011 Director, Bangkok Glass Industry Company Limited - Over 40 years of experiences in manufacturing and distribution of soft drink and other beverages. - Other business experiences as director and/or member of audit committee in banking, hotel, and packaging business.	
2012 Meetings' attendance	: 8 out of 8 Board of Directors Meetings 12 out of 12 Executive Committee Meetings 2 out of 2 Risk Management Committee Meetings	

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Biography of Directors Nominated for Re-election

Name	: Mr. Thapana Sirivadhanabhakdi	
Present Position(s)	: Vice Chairman No. 4, Vice Chairman of Executive No.1 Committee, and Chairman of Nominating and Corporate Governance Committee and Member of Compensation Committee	
Age	: 38 years	
Nationality	: Thai	
Education	: Master of Science Administration in Financial Economics Boston University, USA	
Director Training Program	: Director Accreditation Program (DAP)	
Number of Serm Suk Shares	: None	
Year of Directorship	: 1 year and 6 months	
Is a relative to the management/ Major shareholders of the company or subsidiary company	: No	
Positions in <u>Other Listed</u> Companies	: Vice Chairman, Siam food Products Public Company Limited Vice Chairman and Chairman of Executive Committee, Oishi Group Public Company Limited Director, Univentures Public Company Limited Director, Berli Jucker Public Company Limited	
Positions in <u>Non-Listed</u> Companies	: President and CEO, Thai Beverage Public Company Limited Chairman, Thai Beverage Marketing Co., Ltd Chairman, Thai Drink Co., Ltd Vice Chairman, Cosmos Brewery (Thailand) Co., Ltd Vice Chairman, Southeast Group Co., Ltd Vice Chairman and Chairman of the Executive Committee, Thai Beverage Logistics Co.,Ltd Director, Wrangyer Beverage (2008) Co., Ltd Director, Sermsuk Beverage Co.,Ltd Director, Sermsuk Holdings Co., Ltd Director, Sermsuk Training Co., Ltd Director, Great Brands Limited President, International Beverage Holdings Limited	

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Positions in Rival Companies/ : None

Connected Business that may
cause conflict of interest

Experiences : 2008 – Present President and CEO, Thai Beverage Public Company Limited
 2011 – Present Executive Chairman, Oishi Group Public Company Limited
 2003 – 2007 Director and Executive Vice President, Thai Beverage Public Company Limited
 2006 – 2010 Vice Chairman, Oishi Group Public Company Limited
 Awards:
 2011 and 2012 Asian Excellence Recognition Awards: Asia's Best CEO (Investor Relations) from the Corporate Governance Asia Magazine
 2011 Asian Corporate Director Recognition Award from the Corporate Governance Asia Magazine
 2009 Asia's Best Company 2009, Thailand: Best CEO award by Finance Asia

2012 Meetings' attendance : 4 out of 8 Board of Directors Meetings
 7 out of 12 Executive Committee Meetings
 2 out of 2 Compensation Committee Meetings
 1 out of 2 Risk Management Committee Meetings

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Biography of Directors Nominated for Re-election

Name	: Mr. Chotiphat Bijananda	
Present Position(s)	: Vice Chairman No. 3, Member of Executive Committee Member of Compensation Committee and Member of Nominating and Corporate Governance Committee	
Age	: 49 years	
Nationality	: Thai	
Education	: MBA in Finance And Banking University of Missouri, USA	
Director Training Program	: None	
Number of Serm Suk Shares	: None	
Year of Directorship	: 1 year and 6 months	
Is a relative to the management/ Major shareholders of the company or subsidiary company	: No	
Positions in <u>Other Listed</u> Companies	: None	
Positions in <u>Non-Listed</u> Companies	: President, Southeast Group Co., Ltd Chairman of Executive Board, Southeast Insurance Co., Ltd Chairman of Executive Board Southeast Life Insurance Co., Ltd Chairman of Executive Board Southeast Capital Co., Ltd Advisor, TCC Holding Co., Ltd	
Positions in Rival Companies/ Connected Business that may cause conflict of interest	: None	
Experiences	: 2000 – 2007 Head of Investment Banking, Deutsche Bank, Bangkok 1995 – 2000 Head of Corporate Banking Local Corporate Team, JP Morgan Chase, Bangkok/Hong Kong 1990 – 1995 Relationship Manager, Local Corporate Team, Bank of America, Bangkok 1998 – 1990 Relationship Manager, TISCO Securities Co., Ltd. , Thailand	
2012 Meetings' attendance	: 4 out of 8 Board of Directors Meetings 4 out of 12 Executive Committee Meetings 1 out of 2 Compensation Committee Meetings	

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Biography of Directors Nominated for Re-election

Name	: Mr. Dhitivute Bulsook	
Present Position(s)	: Director, Member of Executive Committee and President	
Age	: 44 years	
Nationality	: Thai	
Education	: MBA, Babson College, USA BA in Engineering, Chulalongkorn University	
Director Training Program	: Director Certification Program (2006)	
Number of Serm Suk Shares	: None	
Year of Directorship	: 3 years	
Is a relative to the management/ Major shareholders of the company or subsidiary company	: a relative to CEO	
Positions in <u>Other Listed</u> Companies	: Director, Crown Seal Public Company Limited	
Positions in <u>Non-Listed</u> Companies	: Director, The Bangkok Thonburi Insurance Co.,Ltd Director, Sermasuk Holdings Co., Ltd Director, Sermasuk Beverage Co., Ltd Director, Sermasuk Training Co., Ltd Director, Wrangyer Beverage (2008) Co., Ltd Director, Great Brands Limited Director Petform (Thailand) Co., Ltd	
Positions in Rival Companies/ Connected Business that may cause conflict of interest	: None	
Experiences	: 2008 – 2011 General Manager – Pathumthani Plant , Sermasuk Public Company Limited 2006 – 2007 Deputy General Manager, Pathumthani Plant , Sermasuk Public Company Limited	
2012 Meetings' attendance	: 8 out of 8 Board of Directors Meetings 12 out of 12 Executive Committee Meetings 2 out of 2 Risk Management Committee Meetings	

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Definition of "Independent director"

Sermasuk Public Company Limited's definition of Independent Director is equivalent to criteria set by the Stock Exchange of Thailand for the Audit Committee as follows:

An Independent director, is the director elected by shareholders who

Holds shares not more than 1 percent of paid-up capital of the Company, affiliated company, associated company or related company, which shall be inclusive of the shares held by related persons;

Does not take part in the management, or being an employee, staff member or advisor who receives a regular salary, or having direct or indirect benefit or interest in finance and management of the Company, affiliated company, associated company or majority shareholder of the company;

Is not a related person or close relative of any management member or majority shareholder of the Company;

Is not appointed as a representative to safeguard interests of the Company's directors, majority shareholders or shareholders who are related to the Company's majority shareholders;

Is capable of performing duties, giving opinions as a director free and clear of the control of the management or the majority shareholders of the Company including related persons or close relatives of the said persons