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(Incorporated in Hong Kong with limited liability) (Stock Code: 236)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR AND NOMINATON COMMITTEE MEMBER

The Board is pleased to announce the appointment of Mr. Katsuhiko Matsumoto as non-executive director and Mr. Takashi Hayashi as nomination committee member of the Company, with effect from 29 April 2016.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the "Board") of San Miguel Brewery Hong Kong Limited (the "Company") is pleased to announce that Mr. Katsuhiko Matsumoto ("Mr. Matsumoto") has been appointed as non-executive director of the Company with effect from 29 April 2016.

Mr. Matsumoto, aged 52, is the Executive Financial Advisor and Director of San Miguel Brewery Inc. and a Director of San Miguel Brewing International Limited (a subsidiary of San Miguel Brewery Inc.). He was the Director of Sales Department of Heineken Kirin K.K. (2013 to March 2016), General Sales Manager, Miyagi Branch of Kirin Beer Marketing Co., Ltd. (2012-2013) and General Sales Manager, Miyagi Branch of Kirin Brewery Co., Ltd. (2010-2012). He also served as the Project Leader of V10 Propulsion (Organization climate reforming) of Kirin Brewery Co., Ltd. (2007 – 2010);. Manager, Planning Department of Kirin Brewery Co., Ltd. (2005-2007); and Manager, Kinki Modern Trade Chain Department of Kirin Brewery Co., Ltd. (2001 – 2005). Mr. Matsumoto graduated from Waseda University with a bachelor's degree in Economics in 1987.

Save for his directorships as disclosed above, Mr. Matsumoto has not held any directorships in any publicly listed companies or other major appointment in the past three years. Apart from being a non-executive director, Mr. Matsumoto does not hold any other position in the Company or its subsidiaries.

Mr. Matsumoto has not entered into any service agreement with the Company in relation to his appointment but he is entitled to receive an annual director's fee of HK\$50,000 which is determined by reference to his duties and responsibilities in the Company and is subject to revision by the Remuneration Committee and the Board under the authority granted by shareholders at annual general meetings. Mr. Matsumoto's appointment as non-executive director is not for a specific term as he is subject to retirement by rotation and re-election at annual general meetings in accordance with the Articles of Association of the Company.

Mr. Matsumoto does not have any relationships with any of the Company's directors, senior management, substantial shareholders or controlling shareholders (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("Listing Rules"), other than as nominee director of such substantial shareholders or controlling shareholders to their subsidiaries or affiliated companies as stated above.

As at the date of this announcement, Mr. Matsumoto has the following beneficial interests in the issued share capital of the Company's associated corporations:

Number of common shares in San Miguel Brewery Inc.

	Number of	% of total
	shares held	issued shares
Common (par value of 1 Philippine peso each):	5,000*	0.000033%

^{*} corporate interest

All the interests held by Mr. Matsimoto represent long positions.

As at the date of this announcement, save as disclosed above, Mr. Matsumoto does not have any other interests in any shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save for the information disclosed above, Mr. Matsumoto has confirmed that there is no other information which is required to be disclosed pursuant to paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules nor any other matters relating to his appointment that need to be brought to the attention of the Company's shareholders.

The Board would like to express its warm welcome to Mr. Matsumoto on his appointment.

APPOINTMENT OF NOMINATION COMMITTEE MEMBER

The Board is also pleased to announce the appointment of Mr. Takashi Hayashi (Mr. Hayashi") as member of the nomination committee of the Company with effect from 29 April 2016. Mr. Hayashi is currently a non-executive director of the Company.

By Order of the Board San Miguel Brewery Hong Kong Ltd. John K.L. Cheung Company Secretary

Hong Kong, 29 April 2016

As at the date of this announcement, the Board of the Company comprises the executive director, Mr. Ramon G. Torralba, the non-executive directors, Mr. Ramon S. Ang (Chairman), Mr. Carlos Antonio M. Berba (Deputy Chairman), Ms. May (Michelle) W. M. Chan, Mr. Takashi Hayashi, Mr. Roberto N. Huang, Mr. Katsuhiko Matsumoto and Mr. Takeshi Wada; and the independent non-executive directors, Dr. the Hon. Sir David K. P. Li, Mr. Ng Wai Sun, Mr. Reynato S. Puno and Mr. Carmelo L. Santiago.