



TCP Group – In China for China

June 25, 2021, Beijing - In 1993, the founder of TCP Group (TCP) and the inventor of Red Bull, Mr. Chaleo Yoovidhya, was proud to return to his ancestral homeland of Hainan province as China's reform and opening-up era took off and establish the first Red Bull factory in the country, Hainan Red Bull Beverages Co., Ltd. Marking the first time that the Chinese words for Red Bull “红牛” were used as a company's name, this was how Red Bull first entered the Chinese market. In the same year, Thailand's prime minister also visited Hainan province and signed the Project Plan for Hainan Red Bull Beverage (Thailand) Co., supporting Red Bull's development in China. As a world-renowned Thai-Chinese company, TCP Group has always been dedicated to following its “In China, for China” development strategy for more than two decades. Today, TCP Group now pledges the following:

TCP Group will always stay true to its original aspiration, and will increase its investment in the China market and proactively support the Chinese government's strategic agenda for the food & beverage (F&B) industry as well as wider national goals. TCP Group hopes to promote local economic development and support local employment while helping to drive the sustainable development of the F&B industry. In the years to come, TCP are fully committed to continue deepening its contribution to China's socio-economic development.

As the majority shareholder and the exclusive legal owner of the "Red Bull" trademark in China, TCP has zero tolerance for others' illegal use of the trademark for personal gain and infringement of consumers' legitimate rights and interests. We will never stop fighting to safeguard our legal rights and those of our countless loyal customers. Furthermore, TCP is always focused on fulfilling its corporate social responsibilities and ensuring that Red Bull employees enjoy secure jobs and stable circumstances. TCP looks forward to continue working closely with its deeply valued partners and employees who are committed to promoting legitimate Red Bull products and helping TCP build a very bright future for Red Bull in China.

As the only founder and owner of the global Red Bull brand and the "Red Bull" trademark, TCP would like to once again reiterate that the only Golden Can Red Bull products which are legally authorized by TCP Group in the Chinese market are Red Bull® Anaiji Drink and Red Bull® Vitamin Flavor Drink.

TCP will continue to produce and operate in accordance with all local laws and regulations while safeguarding our legal rights and interests. As always, we will continue to provide Chinese consumers with high-quality and legal Red Bull products.

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