



External Statement

Statement 04/02

Bangkok, Thailand, April 2nd 2018 – In response to enquiries regarding the recent press conference convened by Mr. Yan Bin on 2 April, We, T.C. Pharmaceutical Industries Co., Ltd., a member of TCP Group, and the Yoovidhya family, the inventors and owners of the Red Bull brand and trademarks globally, including in China, would like to point out that the latest amendment to the trademark license was signed in 2009 – this agreement contains provisions clearly indicating that it supersedes any previous agreement and that the trademark license will expire in October 2016. The fact is that all previous trademark license agreements have already been terminated, either as a result of a mutual agreement between both parties or due to their expiration, and as such have no factual basis or legal basis.

As pointed out in statements issued earlier this year, our litigation actions are proceeding in accordance with Chinese law despite counter-litigation measures taken by Mr. Yan Bin. To date, such measures have ensured that legitimate litigation procedures launched by T.C. Pharmaceutical Industries Co., Ltd. have been delayed and that Mr. Yan Bin and his affiliates continue to use our brand.

We can only conclude that the measures Mr. Yan Bin is employing are merely desperate tactics which aim to further delay the outcomes of litigations filed against him and his affiliates as well as mislead the public about the status of the licensing agreement.

We remain committed to seeing through the lawsuits we have filed to safeguard our legal rights, and we have full confidence in the strength of our legal position and the merits of our own claims in these cases. We trust that proceedings will follow due course and that justice will be served. Having first introduced Red Bull to China more than two decades ago, T.C. Pharmaceutical Industries Co., Ltd. is fully dedicated to maintaining our brand's strong and vibrant presence in the Chinese market.

We are evaluating all options, including the possibility of employing a new business model, and will take whatever steps are necessary to ensure that Red Bull continues to be served in China.

We will provide additional information when it is available.

###



External Statement

About T.C. Pharmaceutical Industries Co., Ltd.

As a member of TCP Group, T.C. Pharmaceutical Industries Company Limited is one of the leading F&B companies in Thailand, and is the inventor and owner of the Red Bull brand globally. The company, together with the Yoovidhya family which holds 100% of the shares of T.C. Pharmaceutical Industries Co., Ltd., owns the Red Bull trademarks worldwide.

Red Bull, the world-leading energy drink, was invented by the company's founder Mr. Chaleo Yoovidhya in 1975, and was formally brought to the China market in 1995. The company has over 2,600 employees at its headquarters, production sites and joint-venture locations around the world.

Media Contact:

Philippe Healey and Sherry Lu

TCmediaenquiries@hkstrategies.com

More Information:

www.hongniufacts.com