



TREASURY
WINE ESTATES

2 July 2014

ASX ANNOUNCEMENT

**TREASURY WINE ESTATES APPOINTS ROBERT FOYE AS PRESIDENT &
MANAGING DIRECTOR FOR ASIA & EMEA REGIONS**

Treasury Wine Estates Limited (ASX: TWE) announced today the appointment of Robert Foye as President & Managing Director for the Company's Asia and Europe, Middle East & Africa (EMEA) Regions. Based in TWE's regional office in Shanghai and reporting directly to Chief Executive Officer, Michael Clarke, Mr Foye will lead all aspects of TWE's business and commercial operations across the Company's key Asian and EMEA markets.

Mr Foye joins TWE with extensive experience across both Asian and European geographies, having held several senior executive positions with The Coca-Cola Company over the past 22+ years. Most recently, Mr Foye was Vice President, Customer & Commercial of Coca-Cola's Asia Pacific Region, a business with over 30,000+ system employees that provides a significant portion of Coca-Cola's growth.

Other senior roles held at The Coca-Cola Company by Mr Foye include: Chief Marketing Officer, Customer & Commercial Officer for Greater China and Korea (2010-2013), and Region Manager Indonesia and Papua New Guinea (2004-2009). Mr Foye also led the development and execution of key strategic initiatives for Coca-Cola across the Asia Pacific Region including: pricing optimisation, outlet expansion, enhanced commercial and customer capability, people development and revenue growth.

In addition to more than thirteen years spent in Asia, Mr Foye has extensive European experience as Coca-Cola's Director, New Beverages, Europe, Eurasia & Middle East (2001-2004), based in London. During his time in this role, Mr Foye was responsible for the stills beverages business for Coca-Cola in the Region including all innovation and new product activities, Research & Development and packaging. During his tenure, the stills beverage business (tea, water, juice, etc.) grew significantly as part of Coca-Cola's total portfolio to a level where it provided half of the total growth of the business for the Region.

Prior these roles, Mr Foye was Director of Finance & Operations for the Non-Carbonated Beverages Group of Swire Beverages (an Asian Bottler of Coca-Cola) across the Company's Hong Kong, Taiwan and China markets. He also spent six years in various roles in The Minute Maid Company (a Division of Coca-Cola) in Houston, Texas. He also has several years experience in General Management Consulting with Deloitte & Touche.

An avid wine enthusiast, Mr Foye brings more than 24 years of beverages experience to TWE and has a proven track record of delivering strong and sustainable profit growth.

TWE Chief Executive Officer, Michael Clarke, said: "I have had the privilege to work with Robert during my time at Coca-Cola, so have first-hand experience of his strategic and execution capabilities, customer relationship skills and capacity to deliver results across complex markets. He also knows how to work with teams and build people. I know he will add a huge amount to the executive leadership team at Treasury Wine Estates, and I look forward to working closely with Robert again as our business steps up its business and commercial activities in our vitally important Asian and EMEA markets".

Speaking on his appointment Mr Foye said: "I have enjoyed my career at Coca-Cola immensely. It has been an amazing place for me to work and learn. I felt that now was the perfect time for a fresh challenge. I am delighted by the prospect of working with the team at TWE and tremendously excited at being given the opportunity to grow the Company's business in both Asia and EMEA. Given the incredible wine brands within TWE's portfolio and the amazing potential of the Company, I simply can't wait to get started".

A US citizen, Mr Foye will commence in his position of President & Managing Director – Asia & EMEA on 1 August 2014.

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