

VISIONARY LEADER



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Suntory PepsiCo Vietnam Beverage: Inspiring Excellence and Shaping the Future of the Beverage Industry



Suntory PepsiCo Vietnam Beverage Co., Ltd (SPVB) is the leading company in Vietnam beverage market, offering consumers a wide range of enjoyable and healthy products, which stand for quality and are respected household names like Pepsi, 7Up, Aquafina, Oolong Tea+ Plus...

SPVB EXCOM TEAM



With a future-oriented perspective and The Suntory Leadership Spirit, SPVB's Visionary Leadership Team, exemplified by Executive Committee (ExCom), has been instrumental in inspiring the company to overcome challenges and achieve its \$1 billion vision.



Our leaders' unwavering commitment, courage, and resilience have been essential in driving SPVB towards our vision, guided by the Suntory Leadership Spirit. It empowers us to lead with integrity, foster innovation, embrace diversity, and contribute to society's well-being, driving us towards excellence.

Mr. Jahanzeb Khan
CEO & General Director

Promoting Sustainability and Giving Back: Fostering Employee Engagement

ExCom inspires organizational alignment by instilling a positive spirit among employees and ensuring everyone is aligned with the company's vision. Through powerful communication channels such as Employee Townhalls, internal e-mails, internal newsletters, and team updates etc., they keep employees energized and focused on achieving the company's desired future.

Employees are engaged and motivated by showcasing their achievements and promoting a culture of sustainability and giving back to society. Through initiatives like the Mizuiku – I love clean water program, MIZUIKU Ambassador Program, Million Trees for One Green Vietnam, and various other activities, the leadership team drives employee engagement and fosters sustainable partnerships with strategic partners and stakeholders.

Innovating for Tomorrow: SPVB Leading the Way with Future-oriented Strategies

Innovation is at the heart of SPVB's success, and ExCom is at the forefront of driving future-oriented strategies. They have launched initiatives to stay ahead of the competition and adapt to rapidly changing market conditions. From sustainable packaging solutions to healthier product options, SPVB embraces a transformative vision that shapes the future of the beverage industry. The leadership team's active involvement in marketing activities, such as press conferences, international fashion weeks, and sponsorships, highlights their innovative and forward-thinking approach.



Embracing Digitalization & Simplifying Processes: Creating a more productive working environment

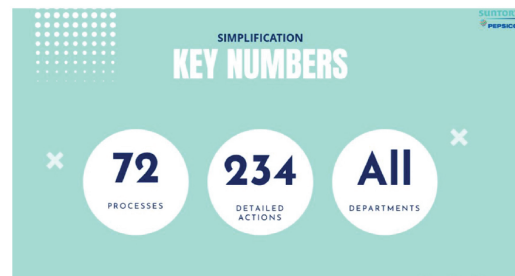
Driving process simplification is another area where the leadership team excels. They have initiated a Process Simplification Project that has streamlined operations and created a more productive working environment.

By identifying processes for improvement and communicating transparently with employees, they foster a culture of continuous improvement and efficiency. Furthermore, the leadership team has actively embraced digitalization, adopting technologies and tools that maximize operational efficiency and standardize critical processes.



"I firmly believe that building sustainable partnerships with our suppliers is not only crucial for our business, but it also fosters their confidence and capacity. Additionally, I am dedicated to driving and inspiring the adoption of digitalization as a key enabler for our Procurement team, ensuring efficiency and effectiveness in our operations."

Mrs. Thuy Nguyen
VP-Procurement



Transforming GTM operations through insights and digitalization, they have centralized sell-out management, developed iB2C platforms in e-commerce, and implemented strategies to regain market share.



"We are CEMBA-centric and we need to really understand what our consumers expect through facts & figures. In this era of 40, data is the key to our success. New DMS solution will be our key and will be a game changer for us. It will not only support for Sales department but also for other departments in SPVB."

Mr. Vinh Mai
EVP - Sales

Inspiring Growth: Commitment to Employee Development and Inclusive Leadership

Finally, every leader at SPVB is committed to employee development and inclusive leadership. Through training, mentoring, and career advancement programs, they foster a supportive work environment that values diversity and promotes talent retention. Their commitment to the growth and well-being of employees strengthens the organization as a whole.

A Sustainable, Healthier, and Brighter Future for SPVB: Shaping the Beverage Industry

In conclusion, SPVB Leadership team inspires excellence and drives the company towards its vision of becoming a 1-billion-USD business and beyond. Their pioneering spirit, commitment to sustainability, focus on innovation, streamlining of processes, and dedication to employee development set the stage for a more sustainable, healthier, and brighter future for SPVB and the beverage industry.



Ms. WINNIE LAM

General Secretary to the Hong Kong Business Association Vietnam (HKBAN);
Board Member of The Canadian Chambers of Commerce in Vietnam (CanCham)

Suntory PepsiCo continues to be a leader not only in their industry but in Vietnam constantly aligning business results with people development pegging it to sustainability. It is not just a vision but their ability to "Live the Vision" that separates them from the others. The business result is a real testament to the vision they set while continue to future-prove their business investing in the next generation from process to people to products innovation.