



TREASURY  
WINE ESTATES

**Robert Foye**  
**President and Managing Director, Asia, Europe, MEA and Latin America**

As President & Managing Director for the Company's Asia and Europe, Middle East & Africa (EMEA), and Latin America (LATAM) Regions for Treasury Wine Estates, Mr.

Robert Foye is based in TWE's regional office in Shanghai and reports directly to Chief Executive Officer, Michael Clarke. Mr. Foye leads all aspects of TWE's business and commercial operations across the Company's key Asian, EMEA and LATAM 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 optimization, 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 of 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.



**Damian Willoughby**  
**VP Director of Partnerships APAC for City Football Marketing**

Damian has overall responsibility for City Football Group's commercial partnerships in the APAC region. He is based at the City Football Group's Singapore office and has over 15 years industry expertise in representing premium rights holders by working in partnership with leading blue chip brands to deliver multi-faceted global brand marketing objectives.

Diverse sector experience with iconic brands including Pepsi, Coca-Cola, Honda, Nike, Adidas, Under Armour, Heineken, T-Mobile, Singha, Hugo Boss, Armani, GoPro, McDonalds and Barclays; Damian works extensively across Europe, North America and Asia.

