

Roberto Follacchio takes on the role of Vice President Human Resources for Ursus Breweries

Bucharest, May 2023. Starting with the 1st of May, Roberto Follacchio takes over the role of Vice President Human Resources of Ursus Breweries. Roberto has previously held the role of Sr. HRBP Commercial of Birra Peroni Italia, part of Asahi Europe & International, and has extensive experience supporting the commercial functions, having also had a crucial role within Birra Peroni's HR department digital transformation process.

"This appointment honors me and I am very grateful for this new professional development opportunity. The team from Romania already has extraordinary results, and being certified as a Top Employer for the third year in a row shows that we already implemented locally the highest HR standards. I am excited to share my know-how and work closely with my new colleagues to continue the successful projects already in place and to develop new initiatives with the purpose of helping each of our people meet their potential, while having a great work experience and creating meaningful connections with our local communities, clients and consumers every day.", said Roberto Follacchio.

Before joining Asahi Europe & International, Roberto spent 10 years with British American Tobacco holding various HR roles, first in Italy, then in Chile, as Commercial HRBP, and then as Talent & OE Manager for the Southern Cone Area (Chile, Argentina, Peru, Paraguay, Uruguay, Bolivia). In 2018 he returned to Italy, where he held the role of HRBP for the Southern Europe area, coordinating the hub for the commercial area in the Mediterranean markets (Italy, Spain, Greece and others). Among the major projects Roberto has coordinated in his latest role within Birra Peroni, before joining Ursus Breweries, are: designing and implementing the flexible working framework and coordinating the employee support activities during pandemic restrictions.

His recent responsibilities have also included coordinating projects which had the purpose of supporting the further development of the organization from a commercial perspective, and in 2022 he focused on the digital transformation of the HR department.

Previously, the role of Ursus Breweries Human Resources Vice President was held for 5 years by Zuzana Balejová, who became the new HR Director for the Czech, Slovak, German and Austrian cluster of Asahi Europe & International.

About Ursus Breweries

Ursus Breweries is the largest beer producer in Romania. The brands in the Ursus Breweries portfolio are: URSUS, Timișoreana, Ciucaș, Peroni Nastro Azzurro, Peroni Stile Capri, Kozel, Azuga, Pilsner Urquell, Asahi Super Dry. Ursus Breweries currently owns 3 breweries: in Brasov, Buzau and Timisoara and a mini-



brewery in Cluj-Napoca. Ursus Breweries is part of Asahi Europe & International. For more information about the company and its programmes, please visit: www.ursus-breweries.ro and www.desprealcool.ro.