



PT HM SAMPOERNA Tbk.

UNOFFICIAL TRANSLATION

**REVISION TO THE EXPLANATION ON THE AGENDA OF  
THE EXTRAORDINARY GENERAL MEETING OF SHAREHOLDERS OF  
PT HANJAYA MANDALA SAMPOERNA Tbk. ON AUGUST 21, 2023**

In view of:

- Law No. 40 of 2007 dated August 16, 2007, regarding Limited Liabilities Companies (the "**Company Law**") as amended by Law Number 6 of 2023;
- OJK Regulation No. 15/POJK.04/2020 dated April 20, 2020, concerning the Planning and Convening of a General Meeting of Shareholders of Public Companies ("**OJK 15/2020**");
- OJK Regulation No. 33/POJK.04/2014 dated December 8, 2014, concerning the Board of Directors and Board of Commissioners of Issuers and Public Companies ("**OJK 33/2014**");
- The Articles of Association of the Company further amended as set out in the Deed of Statement of Meeting Resolutions on the Amendments to the Articles of Association of the Company No. 41 dated June 9, 2022, made before Aulia Taufani SH, Notary in Jakarta.

In relation to the Extraordinary General Meeting of Shareholders ("**EGMS**") of PT Hanjaya Mandala Sampoerna Tbk. (the "**Company**") which will be convened on Monday, August 21, 2023, the Company hereby provides the revision to the explanation on the agenda of EGMS as follows:

**Agenda 1**

**Approval for Changes in the composition of the Company's Board of Directors**

**1.1. Background**

Pursuant to (i) Article 94 paragraph 1 of the Company Law; (ii) Article 3 of OJK 33/2014; and (iii) Article 15 paragraph 3 of the Company's Articles of Association, the members of the Board of Directors are appointed by the GMS.

**1.2. Explanation**

The appointment of members of the Board of Directors is carried out in accordance with the Company's Articles of Association and other related regulatory provisions.

In connection with the above, the Company will propose to the EGMS to decide and approve the appointment of Johan Bink as Director of the Company who will replace Dina Lombardi and Gunnar Beckers as Director of the Company who will replace Francisca Rahardja. Thus, the composition of the Board of Directors of the Company shall become as follows:



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**Board of Directors**

President Director	: Vasileios Gkatzelis
Director	: Sergio Colarusso
Director	: Sharmen Karthigasu
Director	: Johan Bink
Director	: Gunnar Beckers
Director	: The Ivan Cahyadi
Director	: Elvira Lianita

As the term of office of the incumbent members of the Board of Directors will end at the closing of the fifth Annual General Meeting of Shareholders as of the Annual General Meeting of Shareholders on May 18, 2020, namely at the Annual General Meeting of Shareholders in 2025.

The following is the Curriculum Vitae of Johan Bink and Gunnar Beckers.



**JOHAN BINK**

## **SUMMARY OF QUALIFICATIONS**

With over 33 years of experience in supply chain management and production planning, Johan Bink presently serves as the Manufacturing Director for Papastratos S.A., an affiliate of Philip Morris International (PMI) located in Athens, Greece. Johan embarked his professional journey at PMI in 1990, undertaking diverse responsibilities in operations and engineering. Between 1994 and 2002, he worked for Mars, an American company specializing in food products and pet foods. In 2002, he returned to PMI and assumed the position of Manager of Maintenance & Engineering for Philip Morris Holland B.V. in Bergen op Zoom, Netherlands. Prior to his current role in Greece, he also successfully demonstrated his leadership skills when he was assigned to Lithuania and Russia.

## **PROFESSIONAL EXPERIENCE**

**PHILIP MORRIS INTERNATIONAL                      ATHENS, GREECE                      2019 - present**  
**- PAPASTRATOS**

*DIRECTOR MANUFACTURING*

- Create Operational Strategies to guarantee required volumes being manufactured with required quality, guarantee flexibility in order to deliver productivity.
- Ensure all assets (factory, building, information technology, employee knowledge) are properly maintained and replaced as required.
- Ensure that purchasing and logistics activities are properly coordinated and that procurements are made in the most economic quantities, in line with the established policies and procedures.
- Direct the Quality Assurance activities to ensure that the product quality is consistent and in line with the established specifications.
- Control and direct implementation of the EHS programs to ensure compliance with the company's Environmental, Health, Safety and Security policies. Direct the implementation of local regulations to ensure compliance with the national legislation.
- Ensure factory expansion, budget 500 mio USD, is delivered on time and in budget.
- Factory volume RRP: 25 bio sticks/year, headcount: 850 FTE.

**PHILIP MORRIS INTERNATIONAL                      KLAIPEDA, LITHUANIA                      2015 - 2019**  
**- PM LIETUVA**

*DIRECTOR MANUFACTURING*

- Create Operational Strategies to guarantee required volumes being manufactured with required quality, guarantee flexibility in order to deliver productivity.
- Ensure all assets (factory, building, information technology, employee knowledge) are properly maintained and replaced as required.
- Ensure that purchasing and logistics activities are properly coordinated and that procurements are made in the most economic quantities, in line with the established policies and procedures.

- Direct the Quality Assurance activities to ensure that the product quality is consistent and in line with the established specifications.
- Control and direct implementation of the EHS programs to ensure compliance with the company's Environmental, Health, Safety and Security policies. Direct the implementation of local regulations to ensure compliance with the national legislation.
- Ensure the factory masterplan, total factory upgrade of 80 mio USD, is delivered on time and in budget.
- Factory volume conventional cigarettes: 35 bio sticks/year, headcount: 550 FTE.

**PHILIP MORRIS INTERNATIONAL      ST. PETERSBURG, RUSSIA      2014 - 2015**  
**– PM RUSSIA**

*DIRECTOR MANUFACTURING*

- Create Operational Strategies to guarantee required volumes being manufactured with required quality, guarantee flexibility in order to deliver productivity.
- Ensure all assets (factory, building, information technology, employee knowledge) are properly maintained and replaced as required.
- Ensure that purchasing and logistics activities are properly coordinated and that procurements are made in the most economic quantities, in line with the established policies and procedures.
- Direct the Quality Assurance activities to ensure that the product quality is consistent and in line with the established specifications.
- Control and direct implementation of the EHS programs to ensure compliance with the company's Environmental, Health, Safety and Security policies. Direct the implementation of local regulations to ensure compliance with the national legislation.
- Factory volume conventional cigarettes: 60 bio sticks/year, headcount: 650 FTE.

**PHILIP MORRIS INTERNATIONAL      LAUSANNE, SWITZERLAND      2008 - 2014**  
**SUPPLY CHAIN      2010 - 2014**

*DIRECTOR TECHNICAL PROCUREMENT*

- Ensure all capital equipment is procured on time and within budget for global manufacturing, total yearly budget 900 mio USD.
- Ensure high level of Supplier Relationship Management with the core suppliers.
- Find new equipment suppliers for the RRP expansion globally.
- Develop strategies to reduce lead times, reduce CAPEX spending and deliver productivities.

*NEXT GENERATION PRODUCTS      2009 - 2010*  
*MANAGER OPERATIONS RRP PMI*

*OPERATIONS TECHNICAL SERVICES      2008 - 2009*  
*MANAGER PRODUCT TRACKING & SECURITY PMI*

**PHILIP MORRIS INTERNATIONAL      NEUCHÂTEL,      2004 - 2008**  
**SWITZERLAND**

*OPERATIONS – TECHNICAL SERVICES      2007 - 2008*  
*MANAGER OPERATIONS PROJECT PMI*

*ENGINEERING      2004 - 2007*  
*MANAGER MANUFACTURING AND QUALITY SUPPORT PMI*

<b>PHILIP MORRIS HOLLAND B.V.</b>	<b>BERGEN OP ZOOM, NETHERLANDS</b>	<b>2002 - 2004</b>
<i>MANAGER MAINTENANCE &amp; ENGINEERING</i>		

<b>MARS B.V.</b>	<b>VEGHEL, NORTH BRABANT</b>	<b>1994 - 2002</b>
<i>INDUSTRIAL ENGINEERING MANAGER</i>		

<i>MAINTENANCE MANAGER</i>		<i>1997 - 1999</i>
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<i>PRODUCTION MANAGER CHOCOLATE, PEANUT, RAWS</i>		<i>1994 - 1997</i>
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<b>PHILIP MORRIS HOLLAND B.V.</b>	<b>BERGEN OP ZOOM, NETHERLANDS</b>	<b>1990 – 1994</b>
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<i>SUPERVISOR ETNA-PLANT</i>		<i>1993 - 1994</i>
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<i>SUPERVISOR QUALITY ASSURANCE PRIMARY</i>		<i>1990 - 1993</i>
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## EDUCATION

<b>HOGESCHOOL WEST-BRABANT</b>	<b>BREDA, NETHERLANDS</b>	<b>1985-1990</b>
<b>(currently known as Avans University of Applied Sciences)</b>		
Higher Technical School, Chemical Engineering		
Process technology and Process control		

<b>HOGESCHOOL WEST-BRABANT</b>	<b>BREDA, NETHERLANDS</b>	<b>1992-1993</b>
<b>(currently known as Avans University of Applied Sciences)</b>		
Business Administration for Engineers		

<b>NEWMAN COLLEGE</b>	<b>PERTH</b>	<b>1980-1985</b>
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## LANGUAGE

Dutch – mother tongue  
English – fluent  
German – proficient  
French – proficient



## GUNNAR BECKERS

### SUMMARY OF QUALIFICATIONS

Gunnar Beckers, a seasoned marketing professional, brings over two decades of experience in cultivating thriving brands and formulating impactful marketing strategies across Europe, Latin America, and Asia. He has successfully contributed to renowned global brands like Marlboro and L&M. Presently, Gunnar holds the position of Global Head Consumer Experience CC at Philip Morris International (PMI) in Lausanne, Switzerland. Gunnar became a part of PMI in 2005, assuming the role of Brand Executive for Marlboro in Germany.

He possesses a wealth of knowledge in crafting global brands by leveraging profound consumer insights, implementing best practices in marketing, devising strategic positioning, leading cross-functional teams, and utilizing data to design comprehensive omni-channel implementation strategies that resonate throughout the consumer journey.

### PROFESSIONAL EXPERIENCE

**PHILIP MORRIS INTERNATIONAL    LAUSANNE, SWITZERLAND    2019 - present**  
*GLOBAL HEAD CONSUMER EXPERIENCE CC*

- Develop global campaign toolbox delivering consistent brand engagement based on consolidated consumer needs and pain points.
- Collaborate with stakeholders in the Philip Morris headquarter, agencies and across markets designing omni-channel engagement plans for consumers and trade partners.
- Manage developments in a fully project-based organization applying agile methodology partnering with markets in cross functional teams.

**PHILIP MORRIS INDONESIA    JAKARTA, INDONESIA    2016 – 2019**  
*PT HM SAMPOERNA TBK.    2017 – 2019*  
*PT PHILIP MORRIS INDONESIA    2016 - 2017*

#### *DIRECTOR INTERNATIONAL BRANDS*

- Manage brand development and portfolio transformation addressing consumer preferences and market opportunities to ensure long term growth potential while growing volume by 12% in a declining market.
- Leading the team in development of omni-channel deployment strategies and executions engaging internally, external stakeholders and consumers.
- Leading transformation process of the organization, implementing new processes and organizational set up, to increase flexibility and speed.
- Redesigned digital strategy driving consumer relevance through personalized content across touchpoints while connecting online and offline activations.

- Reallocated budget into more efficient and relevant channels matching micro moments along the consumer journey.

**PHILIP MORRIS BRAZIL**

**CURITIBA, BRAZIL**

**2013 - 2016**

*MANAGER MARKETING, MARLBORO*

- Created long term strategy, innovation pipeline and new budget management system.
- Implemented comprehensive marketing plans engaging all stakeholders and grew market share by 1.8%, stabilizing volume in a declining market.
- Reorganized brand team structure, setting clear accountabilities and actively guided implementation of new organizational set up of marketing team.
- Revamped and streamlined Marlboro portfolio within 18 months, reducing number of SKUs by 30%, while maintaining volume growth.
- Lead multi-functional teams for portfolio initiatives within Marlboro brand architecture.

**PMI GLOBAL SERVICES**

**NEW YORK, NY**

**2010 – 2013**

*REGIONAL HEADQUARTER OF PMI FOR LATIN AMERICA & CANADA*

*(MARKETING MANAGER, L&M/ CHESTERFIELD AND CONSUMER ENGAGEMENT)*

- Consolidated regional portfolio and grew footprint of international brands from 7 to 12 markets, resulting in a volume increase of 10% in 3 years in declining industries.
- Developed and implemented strategy workshops within the region for multiple markets, aligning regional strategy with international developments.
- Actively guided portfolio strategy and deployment plans for all markets in the region.
- Created new organizational structure for deployment area within the affiliates and formed teams from org-design to implementation.
- Received award for developing and implementing regional tool for idea generation, engaging over 10,000 employees in the region.

**PHILIP MORRIS GMBH**

**MUNICH, GERMANY**

**2005 – 2010**

*BRAND MANAGER, L&M*

*2009 - 2010*

- Manage marketing in Germany of L&M, the 3rd largest brand in the cigarette market, growing volume by 13% in 18 months.
- Designed and implemented insight driven marketing solutions, including a new campaign, packaging improvements, PR, promotions, and events.
- Developed L&M marketing team and managed collaboration with internal and external partners.
- Created innovation pipeline including an unseen packaging concept involving local artists from different categories.

*BRAND SUPERVISOR*

*2006 - 2008*

*EAST GERMAN AND INTERNATIONAL PORTFOLIOS*

- Developed brand strategies for f6 (local brand), Chesterfield and other tobacco products comprising brand portfolios with an aggregate turnover of approximately €1 billion.
- Created and implemented marketing programs for local Eastern German market leader leveraging brand identity and consumer insights.
- Established pricing scenarios and raised profitability of existing variants, and identified consumer needs to develop and manage new variants, from packaging design, through launch and in market.

*BRAND EXECUTIVE, MARLBORO*

*2005 - 2006*

- Created below-the-line strategy and developed and implemented promotion concepts comprised of new campaigns, promotions, CRM programs.
- Handled all aspects of Marlboro racing sponsorship for the German market.
- Plan and administer individual brand marketing budgets of up to € 17 million.

**E.&J. GALLO WINERY GMBH**                      **SCHWALBACH, GERMANY**                      **2003 - 2004**  
**PROJECT MANAGER**

- Designed and implemented sales promotions including tastings, on-packs and price-offs in collaboration with sales team to drive volume growth.
- Put in place test market for first time ever consumer events for E.&J. Gallo in Germany.
- Procured all of company's promotional material for Central and Eastern Europe sales region.

## **EDUCATION**

**UNIVERSITY OF FRANKFURT**                      **FRANKFURT, GERMANY**                      **2002 - 2004**  
Diplom Kaufmann (i.e., German advanced degree comparable to a Master's degree in Business Administration)  
Grade Magna Cum Laude

**UNIVERSITY OF LUNEBURG**                      **LUNEBURG, GERMANY**                      **2000 - 2002**  
Bachelor's degree in Business Administration  
Grade Magna Cum Laude

**BETRIEBSWIRT HAMBURGER**                      **HAMBURG, GERMANY**                      **1997-2000**  
**MODELL, MARKETING**  
(3-year apprenticeship combining training and education in business administration)  

- Reemtsma Cigarettenfabriken GmbH
- Hamburg School of Business Administration

## **CERTIFICATION**

- Acquired Certificate of 'Digital Marketing Strategies: Data, Automation, AI & Analytics program' with Kellogg Executive Education
- Acquired Certificate of 'Digital Marketing: Customer Engagement, Social Media, Planning and Analytics' with Colombia Business School

## **LANGUAGE**

German – fluent  
English – fluent  
Portuguese – basic