



## PRESS RELEASE

### **Myanmar's First Ducati Motorcycle Showroom and Service Centre Opens in Mandalay**

- **SGG Motor Services Ltd. to make Ducati's full range of Italian motorcycles available in Myanmar for the first time**
- **The Ducati Apparel collection and Ducati Performance accessories to be offered in showroom and online**
- **Ducati Riding Experience to help improve riding skills**

**Mandalay, Myanmar, 02 April 2018** – SGG Motor Services Ltd., (“SGG Motor Services”) a deemed subsidiary of Yoma Strategic Holdings Ltd. (“Yoma Strategic”) is proud to announce the opening of Myanmar's first Ducati motorcycle showroom in Mandalay. Located on Mandalay's 35<sup>th</sup> Street, (Between 65<sup>th</sup> Street and 66<sup>th</sup> Street) the facility also boasts the only fully-equipped Ducati approved service centre in the country.

SGG Motor Services is the official Myanmar distributor of Ducati and has been importing and selling the motorcycles in the country since February 2017. With the opening of the new showroom and service centre, the full range of Ducati models including the iconic Monster and Panigale V4 superbike as well as the hip Ducati Scrambler range are now available in Myanmar.

*“It's truly an honour to bring one of the most prestigious motorcycle brands in the world to Myanmar”,* said Michael Rudenmark, Head of Automotive, Yoma Strategic. *“With our excellent range of products and early market entry we have a great opportunity to capture a large share of a motorcycle leisure market that is constantly growing in Myanmar. Our goal is to share our passion for Ducati's unmistakably Italian motorcycles and offer the latest and most exciting Ducati models.”*

*“We are delighted to consolidate our partnership with SGG Motor Services Ltd by opening the first Ducati showroom and service centre in Myanmar and offer our customers premium sales and aftersales services”,* said Marco Biondi, Ducati Regional Director Asia. *“Ducati is a highly desirable Italian brand, driven by unmistakable design, quality excellence and passion for performance. We are glad to share these values with our community of Ducatisti in Myanmar thanks to a superior ownership experience.”*

All Ducati motorcycles sold in Myanmar come with a two-year manufacturer's warranty as well as a two-year license registration. The fully-equipped, Ducati approved service centre ensures riders have access to Ducati-trained technicians and mechanics as well as genuine spare parts. Hire purchase systems will also be available across the full range of motorcycles, allowing riders to pay in instalments for their Ducati bike.

Ducati aficionados will be given the opportunity to expand on their passion for the brand through an official collection of Ducati and Ducati Scrambler apparel and accessories which will be available in the showroom and made available online in the near future.

The “Ducati Riding Experience” will also be introduced in Myanmar; these sessions will offer riders instructions on how to handle, ride and maintain Ducati bikes safely in line with



internationally recognised procedures. Since 2003, more than 10,000 bikers globally have chosen the Ducati riding school to improve their riding skills.

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**About SGG Motor Services Ltd.**

SGG Motor Services Ltd is a deemed subsidiary of the Singapore Stock Exchange listed company, Yoma Strategic Holdings Ltd., and currently offers Ducati and Scrambler Ducati motorbikes, apparel and accessories in Myanmar with after sales services.

**About Ducati Motor Holding S.p.A.**

Founded in 1926, since 1946 Ducati has been manufacturing sport-inspired motorcycles characterised by high-performance Desmodromic engines, innovative design and cutting-edge technology. With its factory located in Bologna's Borgo Panigale district, in 2016 Ducati celebrated 90 years since it was founded. The model range covers several market segments with the following families: Diavel, Hypermotard, Monster, Multistrada, SuperSport and Panigale. In 2015 Ducati presented the Ducati Scrambler: a new brand made of bikes, accessories and apparel that provide the last word in creativity and self-expression. These authentic icons representing what the world knows as "Made in Italy", together with an extensive range of associated accessories and technical and lifestyle apparel, are distributed in 90 countries globally. Breaking all records for the company, in 2017 Ducati delivered 55,871 bikes to customers. Ducati competes in both the World Superbike and MotoGP World Championships. In Superbike, Ducati has won 17 Manufacturers' titles and 14 Riders' titles. Ducati has been competing in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007.

**About Yoma Strategic Holdings Ltd. ([www.yomastrategic.com](http://www.yomastrategic.com))**

Listed on the Main Board of the Singapore Securities Exchange Trading Limited (SGX-ST), Yoma Strategic Holdings Ltd. is a leading business corporation with a diversified portfolio of businesses in Real Estate, Consumer, Automotive & Heavy Equipment, Financial Services and Investments in Myanmar. Together with its partner, the SPA Group, the Group is taking a conglomerate approach to build a diversified portfolio of businesses in Myanmar. The Company was ranked in the top 5% of the Governance and Transparency Index 2017, ranked 17th out of top 100 largest Singapore companies in the ASEAN Corporate Governance Scorecard 2015 and won the Best Managed Board (Gold) Award at the Singapore Corporate Awards in 2016.