

Yoma Strategic and Mitsubishi Corporation

Enter Tire Business in Myanmar

Singapore, 8 July 2014 – Yoma Strategic Holdings Ltd. (“Yoma Strategic”, the “Company”, and together with its subsidiaries, the “Group”), through its 70%-owned subsidiary, Myanmar Motors Pte. Ltd. has entered into an agreement with Mitsubishi Corporation (“MC”) relating to their joint venture company, First Japan Tire Services Company Limited (FJTS¹), to provide sales support for Bridgestone tires in Myanmar. MC will hold 70% of shares while 30% will be held by Myanmar Motors Pte. Ltd. The remaining 30% of Myanmar Motors Pte. Ltd is owned by First Myanmar Investment Co., Ltd (FMI), an affiliate of the Group, which is part of the Serge Pun & Associates (Myanmar) Limited enlarged group of companies (SPA Group).

MC and SPA Group signed a Business Alliance Memorandum of Understanding in October 2013 to jointly explore business opportunities in Myanmar, including automotive service and elevator-related businesses. To date, MC and SPA Group have entered into agreements to jointly distribute and operate after service centres for Mitsubishi Motors, distribute Mitsubishi Electric lifts and elevators and, together with JALUX, jointly operate the Mandalay International Airport. MC’s decision to enter the tire business in Myanmar is also based on the projection that demand for tires will grow in keeping with growth in the automotive market and that its business endeavours will contribute to the improvement of infrastructure.

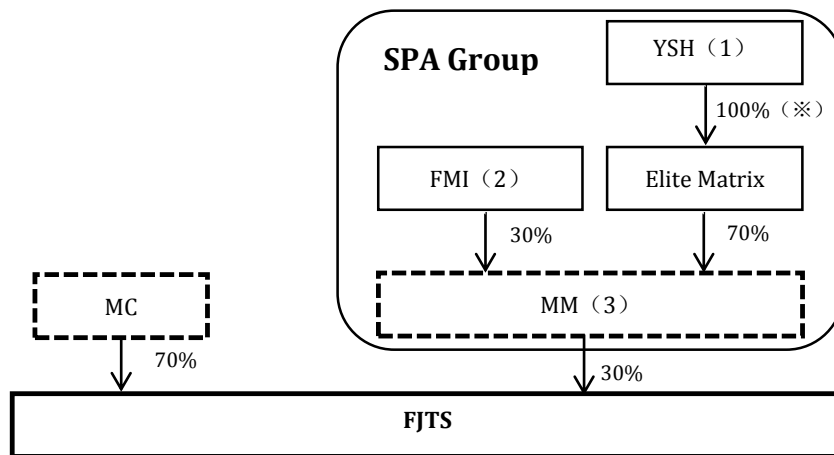
MC and Bridgestone, the world’s top tire maker by market share, already have a series of tire manufacturing and sales joint ventures in South East Asia, particularly in Thailand, Vietnam and Malaysia. The new venture will draw on the know-how that MC has accumulated in the industry to provide sales and marketing support to SPA Group’s distributors that meets the needs of the local market and, in so doing, expand the sales of high-quality Bridgestone tires - mainly for passenger cars, trucks and buses - in Myanmar.

¹ Please refer to the Company’s announcement dated 27 April 2014 for more information on FJTS.

Outline of New Company

Company Name	First Japan Tire Services Company Limited
Business Activities	Tire sales and marketing support
Capital Stock	Approximately 700,000 US Dollars
Shareholder	MC 70%, Myanmar Motors Pte. Ltd. 30%
Head Office	Yangon, Myanmar

Scheme



(1) Yoma Strategic Holdings Ltd.

Head office: Singapore
 Year Established: 1962 (Singapore Exchange Listing in 2006)
 Business: Real estate, agriculture, automotive and luxury tourism.
 Representative: Serge Pun, Executive Chairman

※Investment in Elite Matrix is through Yoma Strategic Investments Ltd. which is a 100% subsidiary of YSH.

(2) First Myanmar Investment Co., Ltd.

Head office: Myanmar
 Year Established: 1992
 Business: Financial, real estate, automotive etc.
 Representative: Serge Pun, Chairman

(3) Myanmar Motors Pte. Ltd.

Head office: Singapore
 Year Established: 2013
 Business: Automotive related
 Representative: Michael Rudenmark, Head of Automotive (YSH)

About Bridgestone Corporation

- Head office: 1-1, Kyobashi 3-chome, Chuo-ku, Tokyo 104-8340, Japan.
- Year Established: 1931
- Business: BS is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.
- Representative: Masaaki Tsuya (CEO and Representative Board Member, Concurrently Chairman of the Board)
- No. of Employees: 145,029 (consolidated as of December 31, 2013)

About Mitsubishi Corporation

- Head office: 3-1, Marunouchi 2-Chome, Chiyoda-Ku, Tokyo 100-8086, Japan
- Year Established: 1954
- Business: MC is a global integrated business enterprise that develops and operates business across virtually every industry including industrial finance, energy, metals, machinery, chemicals, foods, and environmental business. MC's current activities are expanding far beyond its traditional trading operations as its diverse business ranges from natural resources development to investment in retail business, infrastructure, financial products and manufacturing of industrial goods.
- Representative: Ken Kobayashi (President and CEO)
- No. of Employees: 68,383 (consolidated as of March 31, 2014)

About Yoma Strategic Holdings Ltd. (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 real estate, agriculture, automotive and luxury tourism businesses in Myanmar and the People's Republic of China. Yoma Strategic is taking a conglomerate approach to build a diversified portfolio of businesses in Myanmar, together with its partner, the SPA Group.

The media release was issued on behalf of Yoma Strategic Holdings Ltd. by Cogent Communications Pte Ltd. For media enquiries, please contact:

Analyst contact:

Ms Kwa Kwee Ling, Jane, Tel: (65) 9117 0433 Email: jane@yomastrategic.com

Media contact:

Ms Sylvia Saw McKaige, Tel: (65) 9476 2581 Email: sylviamckaige@yomastrategic.com

Ms Shirley Wong, Tel: (65) 9752 2269 Email: shirley@cogentcomms.com

Mr Gerald Woon, Tel: (65) 9694 8364 Email: woon@cogentcomms.com