

Media Release

Yoma Strategic appointed as exclusive distributor for JCB construction and heavy equipment in Myanmar

Singapore, 8 September 2016 – Yoma Strategic Holdings Ltd. (“Yoma Strategic” or the “Company” together with its subsidiaries, the “Group”) is pleased to announce that Convenience Prosperity Company Limited (“CPCL”) has been appointed by J C Bamford Excavators Limited (“JCB”) as the exclusive distributor for the Myanmar market. The Company holds an effective one hundred per cent. (100%) interest in CPCL.

Founded in 1945, JCB has grown to become the world’s third largest manufacturer of construction equipment by volume with 22 manufacturing plants worldwide, employing around 11,000 people on four continents. JCB sells its products in 150 countries through 2,000 dealer depot locations. JCB has a leading presence in several countries in Asia including India, with 3 out of 4 pieces of construction machinery sold in India being a JCB¹.

With this appointment, CPCL will become the exclusive Myanmar distributor for the full range of products offered by JCB, including the world renowned JCB backhoe loaders - of which nearly 1 in every 2 sold globally is a JCB, light, medium and heavy duty excavators, Loadall telescopic handlers, compactors and skid steer loaders.

Mr Vipin Sondhi, Managing Director & CEO of JCB India said, "We are looking forward to working closely with Yoma Strategic as part of our plans to grow JCB's market position in Myanmar. As the construction industry expands to meet Myanmar's requirements for new and improved infrastructure, the opportunities for JCB equipment in this important market are considerable. CPCL's extensive distribution network, together with its reputation for industry-leading service support to customers, will enable JCB to grow brand awareness and market share in Myanmar during the next phase of economic growth in the country."

Mr Melvyn Pun, CEO of Yoma Strategic, commented, “We are very excited to become the exclusive Myanmar partner for JCB, at a time when infrastructure and construction activities are accelerating across the country. JCB is one of the world’s leading brands for construction and heavy equipment, and has a range of products that is well-suited to Myanmar. The business further augments our comprehensive offerings in the Automotive & Equipment division, and will help drive meaningful synergies as we expand our distribution footprint across Myanmar.”

A recent industry report by Timetric Construction Intelligence Center revealed that the Myanmar construction industry was valued at US\$8.2 billion in 2015 and is expected to grow to US\$13.5 billion in 2020, representing an annual growth rate of 10.4%. With significant infrastructure development anticipated in the coming years, the construction industry continues to represent one of the most attractive sectors for investment in the country.

¹ <http://www.jcb.co.uk/>

CPCL already has 11 CPCL branches throughout Myanmar and the number of branches is expected to increase to 14 by December 2016. CPCL is the distributor for Case New Holland (“CNH”), one of the leading agriculture equipment brands in the world and FPT generators, also from within the CNH group of companies.

Mr. Gerhard Hartzenberg, Head of Agriculture and Construction Equipment of Yoma Strategic added, “We are delighted to represent JCB and we believe it will help to enhance the growth of our CPCL business. Our existing CPCL branches will enable us to fast track the growth of the JCB business, whilst at the same time, we see cost synergies via centralised administration functions and shared premises.”

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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 a diversified portfolio of businesses in Real Estate, Consumer, Automotive & Equipment, 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 10% of the Governance and Transparency Index for three consecutive years (2014 – 2016), 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.

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