



YOMA Strategic Holdings Ltd.
#25-05, Fuji Xerox Towers
80 Anson Road
Singapore 079907
Tel: (65) 6223-2262
Fax: (65) 6220-7939
Reg. No: 196200185E

LAUNCH OF NEW APARTMENT UNITS AT ACCLAIMED STAR CITY – THANLYIN MYANMAR

Yangon, Myanmar, 21 November 2013 – Yoma Strategic Holdings Ltd., (“Yoma Strategic”) (祐玛战略控股有限公司), a leading business corporation with real estate businesses in Myanmar, is releasing 433 new apartment units at its illustrious Star City residential development situated on a 135-acre site in Thanlyin Township in Yangon.

The exclusive residential units are available to the public for purchase on 23 November from 10am Yangon time, with simultaneous booking of units at three locations – Star City’s Singapore sales gallery, Yangon Thanlyin sales gallery, and the Mandalay Hill Resort Hotel in Mandalay.

“A large number of potential buyers are already on the waiting list for these very affordable newly-released apartments, and we expect a quick take-up rate since this is the last opportunity to purchase units in Zone B,” said Elmar A. Busch, Managing Director of Yoma Strategic’s real estate division. The new units are located in buildings B-3 and B-4, and are the last units available in Zone B at Star City. Zone B is the second phase of the estate which Yoma Strategic commenced construction on in April this year, and which it aims to complete by the first quarter of 2016.

Offering an unrivalled estate management programme in Yangon, Star City’s “community within a community” concept is the first of its kind in Myanmar, allowing residents to avail themselves of a full range of features and services managed by Yoma Strategic’s estate management division. Leading commercial retail, restaurant, supermarket and bank operators have signed leases at Star City, and are expected to be operational in the next few months.



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“We are delighted to be on our way towards completing the second phase of the development and to offer new units in Zone B at this time. The sale of these new units has been brought forward on the back of strong and rising demand far exceeding expectations,” said Mr. Busch. “All apartment units launched in Zone A have been sold out, with over 1,000 apartment units purchased in slightly over a year. Many homeowners have started moving in and the elegant and green environment of Star City is one of the focal points in this location which is approximately 25 minutes from downtown.”

Quality Estate Management at Star City

Star City provides an unparalleled service ensuring that the estate is in optimal condition and continuously adding value to a buyer’s investment. Conveniences include 24-hour security, public area housekeeping and a service centre which manages the needs of residents, from simple repairs to renovation arrangements. Landscape upkeep and a flood management system are also in place to ensure that the environment remains well-maintained and attractive. Additionally, Star City’s infrastructure addresses the need for reliable power and clean water as it includes back-up power provided by generators and treated water systems using potable bore water.

Other distinctive features of Star City include regularly-scheduled shuttle services to and from central Yangon and shopping trips to popular retail centres. City Mart, one of Myanmar’s largest supermarket chains, is scheduled to commence operations in Star City in early 2014. With a wide range of international, local and premium products available, residents need not leave the comfort and convenience of their community to access a full range of the finest and freshest items. Residents will also have full access to Star City’s 65,000 square-foot health club scheduled to open in early 2016.



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The 23 different types of apartment suites at Star City residences offer a selection of size and design, from 642 square feet to 3,374 square feet of living space; offering either a spectacular river view, court yard view or lake view. Prices start at US\$80,000 for a one-bedroom to around US\$450,000 for the largest four-bedroom apartments.

Zone B of Star City is constructed by renowned global infrastructure conglomerate Bouygues S.A., through the joint venture between SPA Project Management Pte. Ltd. and Dragages Singapore Pte Ltd., BYMA Pte. Ltd.

Go to the following link for more information about Star City:
<http://www.starcityyangon.com/>

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

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For media enquiries, please contact:

Analyst contact:

Ms Kwa Kwee Ling Jane, Tel: (65) 9177 0433 Email: janekwa@yomastrategic.com

Media contact:

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

For Myanmar media, please contact TODAY Ogilvy Public Relations Myanmar:

Ms Hla Myat Mon, Tel: 95-09-5096881, Email: hla.myatmon@todayogilvy.com

Mr Shane Neubronner, Tel: 95-09-421151418, Email: shane.neubronner@ogilvy.com

For international media, please contact Cogent Communications:

Ms Peifen Chia, Tel: (65) 6704-9268 Mob: (65) 9450 7787 Email: peifen@cogentcomms.com

Mr Gerald Woon, Tel: (65) 6704-9277, Mob: (65) 9694 8364 Email: woon@cogentcomms.com