

## Senior Management Changes

**Singapore, 22 May 2015** – Yoma Strategic Holdings Ltd. (“祐玛战略控股有限公司”, “Yoma Strategic” or collectively with its subsidiaries, the “Group” or “Company”), today announced that Mr. Andrew Rickards will be stepping down as Chief Executive Officer and Executive Director of Yoma Strategic after the Annual General Meeting of the Company on 27<sup>th</sup> July 2015. Mr. Melvyn Pun will be appointed as the new Chief Executive Officer and Executive Director immediately thereafter on the same day. Mr. Rickards will remain on as an Adviser to the Company until 31<sup>st</sup> December 2015.

Mr. Serge Pun, Executive Chairman of Yoma Strategic, said, “We are thankful for Andrew’s leadership over the past three years as the company has undergone a successful transformation. Together with the strong management team that we have built, Andrew has helped establish Yoma Strategic’s solid reputation both in Myanmar and internationally.”

During Mr. Rickards’ tenure, Yoma Strategic’s market capitalisation increased more than ten times to close to S\$900 million<sup>1</sup>. Shareholders of Yoma Strategic now include institutional investors such as Aberdeen Asset Management, Capital Group and Eaton Vance. The Company also successfully embarked on a strategy of diversifying the Company’s portfolio from a company primarily focusing on real estate to becoming one of Myanmar’s leading conglomerates. Under Mr. Rickards’ leadership, Yoma Strategic’s corporate governance and risk management has also improved significantly. The Group was ranked 26<sup>th</sup> in the 2014 Corporate Governance & Transparency Index out of 644 SGX-listed companies and was more recently ranked 18<sup>th</sup> among 100 largest Singapore-listed companies in the ASEAN Corporate Governance Scorecard 2014.

---

<sup>1</sup> Based on share price of S\$0.515 as at 20<sup>th</sup> May 2015

Commenting on his decision, Mr. Rickards said, “I have had the privilege to work with one of the best business groups in Myanmar as well as help build a team of individuals who are committed to the growth of the country. I will continue to be a strong supporter of the Myanmar growth story and am confident that Yoma Strategic will continue to play an important role in the progress of the country. Melvyn and I have been working closely together over the past three years and I am confident that under his leadership the company will continue to perform well.”

Mr. Melvyn Pun is the son of Mr. Serge Pun and has been the Alternate Director to Mr. Serge Pun since September 2012. Prior to joining the Group, Mr. Melvyn Pun was the Chief Executive Officer of Serge Pun & Associates (Myanmar) Limited. He had also worked in Goldman Sachs for 12 years and was the Managing Director and the Head of Asia (Ex-Japan) Corporate Solutions Group in Goldman Sachs (Asia) L.L.C. Mr. Melvyn Pun graduated from Cambridge University.

The Group is also pleased to announce that Mr. JR Ching has been appointed as Yoma Strategic’s Chief Financial Officer (CFO). Mr. JR Ching joined the Company as the Head of Business Development in May 2013. In addition to his new responsibilities as CFO, Mr. JR Ching will continue to oversee the Group’s business development.

Mr. Serge Pun added: “The fundamentals and foundation we have in place today are solid and we are well positioned for the next phase of growth of the Company. Yoma Strategic’s businesses, footprint and talent in Myanmar will continue to drive towards operating excellence. Our talented management team and dedicated employees are well placed to chart that future course.”

Mr. Adrian Chan, Yoma Strategic’s Lead Independent Director said: “The Board of Directors wishes to thank Mr. Rickards for his leadership and contributions to the Company during his tenure of service and wishes him all the best in his future endeavours. The Board believes that Mr. Melvyn Pun brings to the Group his broad experiences and skill sets which would add further value to the Group.”

- End -



**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 real estate, agriculture, automotive, luxury tourism and retail/F&B businesses 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.

---

**Analyst contact:**

Ms Jane Kwa, Tel: (65) 9117 0433 Email: [jane kwa@yomastrategic.com](mailto:jane kwa@yomastrategic.com)

**Group Media contact:**

Ms Sylvia Saw McKaige, Email: [sylviamckaige@yomastrategic.com](mailto:sylviamckaige@yomastrategic.com)

Ms Ann-mon San, Tel: (95) 9 2 6225 4841 Email: [annmonsan@yomastrategic.com](mailto:annmonsan@yomastrategic.com)

**For international media, please contact Cogent Communications:**

Ms Emily Choo, Tel: (65) 6704-9278 Mob: (65) 9734-6565 Email: [emily@cogentcomms.com](mailto:emily@cogentcomms.com)

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

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

Ms Hla Myat Mon, Tel: 95-09-5096881, Email: [hla.myatmon@todayogilvy.com](mailto:hla.myatmon@todayogilvy.com)

Mr Shane Neubronner, Tel: 95-09-421151418, Email: [shane.neubronner@ogilvy.com](mailto:shane.neubronner@ogilvy.com)

**YOMA STRATEGIC HOLDINGS LTD.**

Company Registration No. 196200185E

78 Shenton Way

#32-00

Singapore 079120

Tel: (65) 6223 2262

Fax: (65) 6223 1990

[www.yomastrategic.com](http://www.yomastrategic.com)