

## **Media Release**

# **Yoma Strategic and METRO GROUP to build a one-stop food distribution platform in Myanmar**

Singapore, 24 February 2017 – Yoma Strategic Holdings Ltd. (“Yoma Strategic” or the “Company” together with its subsidiaries, the “Group”) is pleased to announce its strategic partnership with METRO GROUP Wholesale & Food Specialist Company (“METRO”) in establishing a one-stop food distribution platform in Myanmar. Yoma Strategic will hold a 15% stake and METRO will hold the remaining 85% stake in the newly formed METRO Wholesale Myanmar Ltd. (“METRO Myanmar”) joint venture.

METRO is an internationally leading specialist in wholesale and food retail. With its sales lines METRO Cash & Carry and Real as well as its other associated companies, METRO operates in 35 countries employing more than 150,000 people around the world with sales of around €37 billion achieved in 2015/16. Its B2B wholesale division under the banner “METRO Cash & Carry” is presented in 25 countries across Europe and Asia and serves about 21 million professional customers such as hotels, restaurants, catering firms, small retailers, offices and institutions. In recent years, METRO has been building up its competence in the Food Service Distribution (FSD) sector as part of its strategy to diversify the channels and services to address the changing demands of customers particularly in the hospitality industry.

Myanmar’s food distribution industry is fragmented, with retailers often having to source their products through a complex mix of retail and wholesale local distributors and importers. Through an efficient one-stop wholesale distribution platform, METRO Myanmar will be offering more than 3,300 food and non-food items to professional customers such as hotel and restaurant operators, catering firms, independent small retailers, institutions and offices. It aims to address the evolving needs of the local professional customers, who now increasingly seek products of consistently reliable quality and good value.

METRO Myanmar will leverage on METRO’s procurement capabilities and Yoma Strategic’s existing logistics, warehousing and fleet leasing businesses to fast track its growth. It also intends to capture the growing number of internet users in Myanmar by allowing customers to order online via phone or table catalogues.

Commenting on the partnership, Mr. Melvyn Pun, Yoma Strategic's Chief Executive Officer said, "We are confident that our partnership with METRO will bring global know-how in modern wholesale distribution and contribute to bringing reliable and safe food to the people of Myanmar."

METRO Myanmar aims to work with various stakeholders to improve the food safety in Myanmar by providing proper farmer education, skill building and training throughout the whole supply chain including contract farming, food processing and packaging, so that a consistent, efficient and safe food standard can be achieved in the country.

"I'm pleased that METRO is now entering Myanmar, such a promising market that offers abundant opportunities for our B2B wholesale business. The establishment of the joint venture with Yoma Strategic marks an important step for this meaningful expansion," said Mr. Olaf Koch, Chairman of the Management Board of METRO. "We are convinced that METRO's proven expertise in areas such as food safety and supply chain management will strongly contribute to the development and upgrade of the local supply and distribution infrastructure."

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 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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