

PRESS RELEASE

The Peninsula Residences Yangon to Redefine Luxury Living in the Heart of Yangon

The sales launch of a collection of exclusive Residences located within Yoma Central development



Yangon, 26 March 2018 – Yoma Strategic Holdings Ltd. (“Yoma Strategic”) along with its partners, First Myanmar Investment Company Limited (“FMI”) and The HongKong and Shanghai Hotels, Limited (HSH) are pleased to jointly announce the highly anticipated launch of sales for The Peninsula Residences Yangon.

Located in the historic heart of downtown Yangon, at the point where Sule Pagoda Road meets Bogyoke Aung San Road, The Peninsula Residences Yangon is a collection of 96 luxury private homes set within the approximately 10-acre Yoma Central development. The Peninsula Residences Yangon is crafted by a team of world-class architects and designers and is inspired by Myanmar’s artistic culture and traditions of craftsmanship. Upon its completion currently scheduled in 2021, The Peninsula Residences Yangon will offer a level of quality, comfort and sophistication unprecedented in Myanmar.

Mr. Serge Pun @ U Theim Wai, Executive Chairman of Yoma Strategic and FMI said, “The Peninsula Residences Yangon is set to redefine luxury living in the heart of downtown Yangon. This dynamic neighbourhood is where Myanmar celebrates its modern progress and its proud history. It symbolises Yangon’s revitalisation as an international city of culture, lifestyle and business.”

Mr. Clement Kwok, Managing Director and CEO of HSH said, “As a company with more than 150 years of history in operating luxury hotels and residential properties, we are delighted to launch The Peninsula Residences Yangon which will be located immediately adjacent to The Peninsula Yangon hotel, a magnificent and historic building in the former Myanma Railway Headquarters building. The apartments have been designed with local references to design, art and culture and we look forward to welcoming and serving the people of Yangon who have given us our new home in this dynamic city.”

The Peninsula Residences Yangon will sit within Yoma Central, an integrated real estate development alongside The Peninsula Yangon, a five-star luxury hotel located in the meticulously restored former headquarters of the Myanma Railway Company, one of Yangon’s oldest and most cherished colonial-era buildings. In addition, there will be two Grade A office towers and a business hotel, all of which are connected seamlessly by a retail podium.

Blending heritage and modern design with The Peninsula's renowned technology and refined elegance, The Peninsula Residences Yangon offers the choice of two-bedroom, three-bedroom, four-bedroom, Penthouse and Terrace Penthouse serviced residences across its 26 floors. Residents will enjoy access to gourmet restaurants, unrivalled leisure facilities and luxury retail boutiques as well as a full range of private amenities including outdoor swimming pool, fully-equipped fitness centre, steam and sauna rooms and a yoga studio, children's zone and a function room.

Mr. Cyrus Pun, Executive Director of Yoma Strategic added, "The time is right for us to introduce true luxury and exclusivity to the Yangon real estate market, brought about by the world's preeminent brand. The launch of The Peninsula Residences Yangon marks the beginning of a new era in high-end living in our city and along with Yoma Central, will become the benchmark for other luxury real estate developments in the country."

The Peninsula Residences Yangon is a groundbreaking collaboration between Meeyahta Development Limited and HSH, which is the world's oldest hotel group in continuous operation and owns and operates The Peninsula Hotels. Meeyahta Development Limited is a joint-venture comprising some of the most respected names in Myanmar and worldwide, including Yoma Strategic (48%¹), FMI (12%¹), the Mitsubishi Companies² (30%¹), the International Finance Corporation (5%) and the Asian Development Bank (5%).

It was announced in November 2017 that Yoma Central, including The Peninsula Residences Yangon, will be built by Bouygues Construction and Taisei Corporation, two of the most prestigious and respected global construction companies. Bouygues Construction has unrivalled experience in the field of heritage conservation, coming from a history of restoration projects which includes some of the historic hotels in Europe. Japan's Taisei Corporation founded in 1873 is one of the oldest and biggest construction companies in Japan and was involved in the New Doha International Airport in Qatar, and the construction of the New National Stadium in Japan.

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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 & Heavy Equipment, Financial Services 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 5% of the Governance and Transparency Index

¹ This is the ultimate shareholding interest pending satisfaction of terms in the shareholders agreement.

² Mitsubishi Corporation and Mitsubishi Estate (together, the "Mitsubishi Companies") have established a joint venture with Japan Overseas Infrastructure Investment Corporation for Transport & Urban Development (JOIN) known as MMJ Yangon Development Pte Limited, to hold the 30% interest in the project. JOIN is the first and only government-private sponsored fund in Japan that specialises in overseas infrastructure investment (Source: <http://www.join-future.co.jp>).

2017, 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.

About The Hongkong and Shanghai Hotels, Limited (HSH www.hshgroup.com)

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a Group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, and The Peninsula Paris. Projects under development include The Peninsula Istanbul, The Peninsula London and The Peninsula Yangon.

The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower, The Peninsula Office Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

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