



PRESS RELEASE

Yoma Strategic to Open Myanmar's First KFC Outlet in Heart of Downtown Yangon

Yangon, Myanmar, 27 April 2015 – Yoma Strategic Holdings Ltd. (“Yoma Strategic” or “祐玛战略控股有限公司”), the franchise partner of KFC in Myanmar, will open Myanmar’s first KFC outlet across from Yangon’s famed Bogyoke Market at No.375, Bogyoke Aung San Road, Pabedan Township.

Located in the heart of Myanmar’s commercial hub and historical melting-pot of commerce, culture and cuisine, the two storey downtown locale will be perfectly situated to bring KFC’s world-famous blend of 11 herbs and spices to the diverse cross section of people living, working and playing in the area.

"Our first restaurant in the heart of downtown Yangon will enable us to introduce KFC's famous Original Recipe Chicken to the diverse mix of people who live and work in the area," said JR Ching, Head of Business Development, Yoma Strategic. "Our hope is for KFC to become a welcome respite from the hustle and bustle of downtown and a place where people can connect and bond."

Yoma Strategic will open several more KFC locations in Yangon before the end of this year. This partnership underscores Yoma Strategic's commitment to positioning itself as a key player in Myanmar's expanding food and drinks sector and KFC's ongoing strategy of global expansion in emerging markets.

KFC is one of the world's largest restaurant chains with US\$23 billion in global sales and more than 19,400 restaurants in 120 countries worldwide. KFC, part of Yum! Brands, will become the first major American quick service restaurant to establish a foothold in Myanmar.

Yum! Brands is the worldwide leader in emerging markets such as Myanmar with more than 15,000 restaurants and a nearly two-to-one advantage over the nearest competition. The Company opened more than 2,030 new restaurants outside the U.S. in 2014 with 80 percent of the development occurring in emerging markets. With only two restaurants per million people in the top 10 emerging markets, compared to 57 restaurants per million in the U.S., Yum! Brands believes it is on the ground floor of global growth.

Further details regarding the grand opening of Myanmar's first KFC restaurant will be released the first week of May. People can stay up-to-date with the latest news by visiting the KFC Myanmar Facebook page – www.facebook.com/KfcMyanmar.

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About KFC (www.kfc.com)

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain. KFC specializes in Original Recipe®, Extra Crispy™, Kentucky Grilled Chicken® and Extra Crispy™ Strips, Hot Wings™, Go Cups, Famous Bowls, Pot Pies, freshly made chicken sandwiches, biscuits and home-style side items. There are more than 19,400 KFC outlets in 120 countries and territories around the world. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM.) Follow KFC on Facebook (www.facebook.com/KFC) and Twitter (www.twitter.com/kfc).

About Yum! Brands (www.yum.com)

Yum! Brands, Inc., based in Louisville, Kentucky, has over 41,000 restaurants in more than 125 countries and territories. Yum! is ranked #216 on the Fortune 500 List with revenues of over \$13 billion. In 2014 Yum! was named among the top 100 Corporate Citizens by Corporate

Responsibility Magazine and one of the Aon Hewitt Top Companies for Leaders in North America. The Company's restaurant brands - KFC, Pizza Hut and Taco Bell - are the global leaders of the chicken, pizza and Mexican-style food categories. Outside the United States, the Yum! Brands system opens over five new restaurants per day on average, making it a leader in international retail development.

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, 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.

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