



Media Release

Yoma Strategic appointed as Volkswagen importer & distributor for Myanmar

Yangon, 29 February 2016 – Yoma Strategic Holdings Ltd. (“Yoma Strategic”, together with its subsidiaries, the “Group”) is pleased to announce that its wholly-owned subsidiary, Yoma German Motors Limited, has signed an importer agreement with Volkswagen Aktiengesellschaft (AG) today (the “Agreement”).

Under the Agreement, Yoma German Motors Limited will serve as the official importer and distributor of a range of passenger cars and SUVs manufactured by Volkswagen AG, within Myanmar. This arrangement expands upon the Group’s existing Volkswagen after-sales, service and Volkswagen genuine spare parts distribution business which commenced following the signing a service partner agreement in October 2013.

“The extension of our business relationship with Yoma Strategic to become the official distributor of Volkswagen underscores our commitment for the Myanmar market. We are proud to become a part of the success story of this country and are happy to be able to offer our products to the people of Myanmar, products that were designed to make your life safer, easier and more comfortable”, said Mr Axel Oberdiek, General Manager of Sales, ASEAN and Hong Kong of Volkswagen Aktiengesellschaft.

“We are extremely pleased to enter into this Agreement with Volkswagen AG”, remarked Mr Melvyn Pun, CEO of Yoma Strategic. “Volkswagen embodies the virtues of German engineering; quality, precision and passion for technology.”

“This appointment will allow us to tap into Myanmar’s fast growing automobile market by offering an enticing and dynamic range of passenger cars and SUVs to local customers, further expanding our presence in the automotive industry in Myanmar,” he added.

Echoing Mr Pun’s sentiments, Mr Michael Rudenmark, Head of Automotive for Yoma Strategic commented, “We are very pleased to have the opportunity to import and distribute a range of quality, German engineered Volkswagen vehicles within the Myanmar market.



With 2016 GDP growth expected to exceed 8 per cent and a burgeoning middle class, the timing is right to expand upon our existing Volkswagen aftersales business, which has performed extremely well and has managed to provide previously unseen levels of professionalism and service to our customers. We believe that we can emulate our aftersales success at the point of sale, with a range of exciting new models which will be introduced to specifically suit Myanmar's driving conditions, backed by world class customer service and a 24/7 nation-wide warranty programme."

Mr Rudenmark concluded, "To demonstrate our commitment to the Volkswagen brand and to the Myanmar customer, we shall be erecting an international standard Volkswagen 3S facility in Yangon which will deliver an exceptional standard of service to our customers over the long term."

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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 your gateway to Myanmar. With a diversified portfolio of businesses in Real Estate, Consumer, Automotive and Investments, Yoma Strategic gives you access to some of Myanmar's most important economic sectors, together with its partner, the SPA Group. The Company was ranked in the top 10% of the Singapore Governance and Transparency index 2014 and won the Best Managed Board (Silver) Award at the 10th Singapore Corporate Awards in 2015.

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Annex - Pictures are affixed at the annex for media use.



Michael Rudenmark, Head of Automotive, Yoma Strategic (left) and Axel Oberdiek, General Manager of Sales, ASEAN and Hong Kong of Volkswagen (right) signing the importer agreement.



Management of Yoma German Motor and Volkswagen answering questions from the press.

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Attendees of the signing ceremony pose for a group picture.

From left to right: Mirek Havel (Volkswagen), Michael Rudenmark (Yoma Strategic), Melvyn Pun (Yoma Strategic), Axel Oberdiek (Volkswagen), Serge Pun (Yoma Strategic), Ronnie Klausch (Volkswagen), Uwe Fabian (VW) and Friedrich Rahn (Embassy of German).