



PRESS RELEASE

CEREMONY MARKING THE OFFICIAL LAUNCH OF KFC IN MYANMAR TO BE HELD 7 JULY

Yangon, Myanmar, 30 June 2015 – A Grand Opening ceremony to celebrate the launch of Myanmar's first KFC restaurant will take place between 9am and 11am on 7 July, according to Myanmar franchise partner Yoma Strategic Holdings Ltd. ("Yoma Strategic" or "祐玛战略控股有限公司").

The event, which will be attended by Ted Stedem, Managing Director, KFC Restaurants Asia Pte Ltd. and Mr. Serge Pun, Executive Chairman Yoma Strategic, marks the first entry by a leading global Quick Service Restaurant franchise into the Myanmar market, a move which has been highly anticipated by the local community.

"We hope that all people who love delicious food will come and eat at Myanmar's very first KFC restaurant," JR Ching, Chief Financial Officer, Yoma Strategic and Managing Director, KFC Myanmar. "All our food will be prepared with the freshest ingredients and shared in hearty and generous portions just as Colonel Sanders did when he founded KFC. We also promise to offer meals at accessible prices so that everyone can enjoy the great taste of KFC food."

Located in the heart of downtown Yangon at No. 375 Bogyoke Aung San Road, Pabedan Township across from the famed Bogyoke Aung San Market, the purpose-built, two-story building measures 6,000 square feet and can seat up to 240 people. Yangonites will be able to get their first taste of KFC in Myanmar from 30 June.

“We are delighted to partner with Yoma Strategic to bring KFC to Myanmar. It has been our dream for a long time to have a KFC in Yangon, one of the great cities of the world” said Micky Pant, CEO KFC. “Myanmar is blessed with a rich history and culture and is poised for strong economic growth in the coming years; and now joins over 120 countries and territories that enjoy the delicious taste of KFC”.

One of the world’s best known brands, KFC is famous for its Original Recipe® chicken made with a secret blend of 11 herbs and spices that Colonel Sanders, the restaurant’s founder, perfected 75 years ago. KFC will make the same great tasting Original Recipe® chicken, as well as other KFC core products such as Hot & Crispy chicken and the Zinger Burger available in Myanmar. The menu will also include a selection of freshly prepared meals which cater for local taste and preference.

“We look forward to serving the world famous food KFC is known for while tailoring our product offerings and marketing activities around local needs and insights to make KFC relevant to the people of Myanmar,” said JR Ching. “KFC will form the cornerstone of Yoma Strategic’s business within Myanmar’s rapidly growing consumer and retail sector.”

The franchise deal which has brought KFC to the Yangon market underscores Yoma Strategic’s commitment to positioning itself as a key player in Myanmar’s expanding food, drinks and consumer sector, and aligns with KFC’s ongoing strategy of global expansion in emerging markets.

Drawing on the theme of unity, KFC will air its first ever Myanmar television commercial, which will tell the story of real people from all walks of life making their way to the new KFC store in Yangon. Some will travel from the provinces and some from within Yangon itself. The commercial parallels the story of how everyone from a truck-driver to a millionaire is welcome at the Colonel’s table.

Part of Yum! Brands, 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.

Yum! Brands is the worldwide leader in emerging markets such as Myanmar with 80 percent of development occurring in this area. In 2014 alone, Yum! Brands opened more than 2,030 new restaurants outside the U.S.

To stay up-to-date with the latest news about the outlet and KFC menu items, visit 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.)

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 #228 on the Fortune 500 List with revenues of over \$13 billion in 2014 and is 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, consumer, automotive, logistics, agricultural and tourism 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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