

Press Release

Yoma Strategic to Bring Little Sheep Hot Pot to Myanmar

- Little Sheep is one of the world's most international hot pot brands
- First Yangon outlet planned for fourth quarter 2018
- Yoma Strategic targeting Myanmar's growing middle class as it expands F&B portfolio
- Franchisor Little Sheep selected after in-depth research into consumer tastes and dining habits in Myanmar

Singapore, 30 May, 2018 - Yoma Strategic Holdings Ltd. ("Yoma Strategic" or "the Company"), is delighted to announce that its 100% subsidiary¹ has been selected to bring Little Sheep, one of the world's most international hot pot brands to Myanmar.

Established in Inner Mongolia in 1999, Little Sheep now has close to 300 restaurants across 120 regions and cities including outlets in Shanghai, Hong Kong, Tokyo, New York, Toronto, Melbourne and Ulaanbaatar². Little Sheep is famous for its aromatic broth made from an assortment of 37 herbs and spices including goji berries, jujubes, black cardamom pods and ginseng as well as the quality and freshness of the ingredients it uses.

Yangon's first Little Sheep restaurant is scheduled to open during the fourth quarter of 2018, with plans to expand to other major cities in Myanmar thereafter. Selected after an in-depth study into consumer tastes and dining habits in Myanmar, Little Sheep will join Yoma Strategic's expanding Food & Beverage portfolio. With the addition of Little Sheep, the Company is aiming to establish itself as the leading Food & Beverage player in Myanmar.

Mr. Melvyn Pun, CEO, Yoma Strategic commented, "Hot pot is a perennial favourite in Myanmar and Little Sheep offers an exciting twist on this much-loved dish. We put significant time and effort into selecting the right restaurant franchise to build on our existing Food & Beverage business and capture the opportunity presented by rapid growth in consumer spending. This is an important step towards our goal of becoming the market leading Food & Beverage business in the country and it's with great excitement that we introduce Little Sheep Mongolian hot pot to Myanmar."

This move targets Myanmar's fast-growing consumer market where higher disposable incomes are driving a shift in consumer spending habits away from the servicing of basic needs and towards lifestyle products. By 2020 it is estimated the number of consumers at or above the middle-class salary bracket in Myanmar will reach 10 million³.

About Little Sheep

Little Sheep's Mission: Bring Chinese Cuisine to the World. Little Sheep first opened in Baotou, China, in 1999. Over the past decade, we have been dedicated to make the most welcoming hot pot with the best sourced ingredients in the world. Little Sheep is now one of the world's most international hot

¹ Company to be incorporated in Myanmar

² Little Sheep internal data

³ https://oxfordbusinessgroup.com/news/retail-activity-expands-line-robust-economic-growth-myanmar?utm_source=Oxford%20Business%20Group&utm_medium=email&utm_campaign=9382673_EU%20-%20Myanmar%20-%2017%2F04%2F2018%20-%20Retail%20activity%20expands%20in%20line%20with%20robust%20economic%20growth%20in%20Myanmar&dm_i=1P7V,5L3PT,OEYHN6,LP3EY,1

pot brands with nearly 300 stores in more than 120 regions and cities worldwide. Yum China Holdings, Inc. owns the Little Sheep concept outright².

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 2017, ranked 26th out of top 100 largest Singapore companies in the ASEAN Corporate Governance Scorecard 2017 and won the Best Managed Board (Gold) Award at the Singapore Corporate Awards in 2016.

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