
NEW APPOINTMENTS

The Board of Directors of Yoma Strategic Holdings Ltd. (the “**Company**” together with its subsidiaries, the “**Group**”) wishes to inform shareholders that the following appointments will take place with effect from 1 June 2014:-

HEAD OF CORPORATE SOCIAL RESPONSIBILITY

Mr Martin Pun is the brother of the Executive Chairman of the Company, Mr Serge Pun.

Mr Martin Pun has been active in Myanmar carrying out corporate social responsibility (CSR) activities since 1999. He has represented and worked with both the public and private sectors including representing the Myanmar private sector as a board member of the Ministry of Health’s Myanmar Health Country Coordinating Mechanism, acting as an advisory panel member on the Myanmar Health and Development Consortium and organizing the Union of Myanmar Federation Chamber of Commerce Industries’ (UMFCCI) Corporate Social Responsibility office. He is also the European Union implementing partner for the Livelihood program in Monywa and Pakokku involving 180 villages and the sub-implementing partner of the Global Fund for Tuberculosis prevention program. Further, Mr. Martin Pun also founded the “Myanmar Business Coalition on AIDS” (“MBCA”), an independent national non-government organization which has a total of 8 offices in Myanmar with 46 full-time employees. MBCA receives support and grants from numerous entities and international agencies and its work includes implementing effective workplace policies and issues.

Prior to committing himself in CSR activities, Mr. Martin Pun was the Chief Executive Officer of Serge Pun & Associates (Myanmar) Ltd. He is currently the Vice Chairman of Serge Pun & Associates (Myanmar) Ltd and an adviser to First Myanmar Investment Co., Ltd. Mr. Martin Pun was educated in Myanmar and China and he was the Managing Partner for New York Life Insurance Company, Hawaii General Office (1977-1994), a mutual company selling and servicing life insurance, mutual funds and other investment products.

The Company believes that CSR is a long-term approach to business that addresses the needs of communities, people and employees. CSR provides the framework for successful enterprise that is harmonious with its surroundings. The Company believes that CSR must be sustainable – remaining a fundamental part of the business regardless of the changing circumstances. With Mr. Martin Pun’s CSR experience, the Board believes that he will be in a good position to develop and implement the Group’s CSR strategy.

Head of Financial Management

Ms Thiri Thant Mon joined the Company in 2013 as a Director in the Business Development division. Ms Thiri will be promoted to Head of Financial Management and she will become a member of the senior management team. Her new role will include oversight of all aspects of financial management including preparation of budgets, measuring of performance against budgets, capital planning and capital raising.

Ms Thiri has over 12 years of experience in international banking and finance. Prior to joining the Company, she was an investment banker with Morgan Stanley in London for 7 years focusing on Coverage & Execution – Fixed Income Capital Markets and advising financial institutions on hedging investment strategies. Ms Thiri had also spent 4 years with Capital One, in the United States and the United Kingdom.

A native of Yangon where she attended her pre-university schooling, Ms Thiri received a Bachelors in Economics from William and Mary, USA and a Masters in Business Administration from the London Business School, UK.

BY ORDER OF THE BOARD

Andrew Rickards
Chief Executive Officer
21 May 2014