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## **ESTABLISHMENT OF NEW JOINT VENTURE**

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The board of directors of Yoma Strategic Holdings Ltd. (the "Company") wishes to inform shareholders that the Company has established a new joint venture with First Myanmar Investment Co., Ltd ("FMI"), a subsidiary of Serge Pun & Associates (Myanmar) Limited ("SPA"). Mr Serge Pun is the Executive Chairman and Controlling Shareholder of the Company. He is also the Chairman and controlling shareholder of SPA.

Details of the joint venture company are as follows:-

Name of company: YSH Finance Ltd ("YSHF")

Place of incorporation: British Virgin Islands

Issued and paid up share capital: US\$10.00 comprising 10 ordinary shares at a par value of US\$1.00 each with the Company holding 8 ordinary shares and FMI holding 2 ordinary shares

Principal activity: Investment holding

The current investment in YSHF by the Company is less than 3% of the group's latest consolidated audited net tangible assets.

Save for Mr Serge Pun, Mr Cyrus Pun and Mr Melvyn Pun who hold directorships in the SPA group and Mr Serge Pun's shareholdings in the Company, none of the directors of the Company has any interest, direct or indirect (other than through their shareholdings in the Company), in the above transaction.

YSHF will be a 80% subsidiary of the Company and the remaining 20% will be held by FMI. All the risks and rewards of the investments in YSHF will be in proportion to the equity of each of the Company and FMI. The Company and FMI intend to use YSHF as the joint venture entity to hold the parties' joint investments in new investment opportunities in Myanmar to be identified by the parties.

**ON BEHALF OF THE BOARD**

Andrew Rickards  
Chief Executive Officer  
24 March 2013