PRESS RELEASE

Yoma Strategic Announces Leadership Transition

Singapore: 24 July 2024 - Yoma Strategic Holdings Ltd. (the "Company" and together with its subsidiaries the "Group") today announces that Mr. Serge Pun will be stepping down as Executive Chairman and Director of the Company with immediate effect.

For the past 10 years, the Company has actively put in place a robust leadership succession plan for key management positions, including those of the Executive Chairman and Chief Executive Officer ("CEO").

Recent developments in Myanmar have created a level of uncertainty with respect to Mr. Serge Pun and his engagement with the Myanmar authorities concerning banking activities in the country. In light of these circumstances, Mr. Serge Pun, along with the Board of Directors of the Company (the "Board"), have determined that it is in the best interest of the Company, its shareholders, its employees, and its customers to accelerate these succession plans. This decision enables Mr. Serge Pun to dedicate his attention to resolving these matters and preserve the stability of the Group.

The Board is confident in its appointment of Mr. Melvyn Pun to the dual role of Chairman and CEO of the Company. Mr. Melvyn Pun has been a member of the Board since 2012, including as Alternate Director to Mr. Serge Pun between September 2012 and July 2015, and as CEO and Executive Director of the Company since July 2015. The Group's day-to-day operations will continue to be managed by Mr. Melvyn Pun, along with other key management personnel and the heads of each business division.

In addition, the Company intends to have Mr. Cyrus Pun rejoin the Board as a Director as soon as the appointment process is completed. Mr. Cyrus Pun was the Alternate Director to Mr. Serge Pun between January 2022 and July 2024. He previously served as the head of the Company's real estate segment from 2012 to 2019 and has been the CEO of Memories Group Pte. Ltd. since 2019.

* A letter from Mr. Serge Pun is annexed to this press release.

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YOMA STRATEGIC HOLDINGS LTD.
Company Registration No. 196200185E
63 Mohamed Sultan Road
#02-14 Sultan-Link
Singapore 239002
Tel: (65) 6223 2262
Fax: (65) 6223 1990
https://yomastrategic.com/

About Yoma Strategic Holdings Ltd. (https://yomastrategic.com/)

Listed on the Mainboard of the Singapore Exchange Securities Trading Limited (SGX-ST), Yoma Strategic Holdings Ltd. is a leading business corporation with a diversified portfolio of businesses in Real Estate, Mobile Financial Services, Leasing, F&B, Heavy Equipment & Passenger Vehicles and Investments in Myanmar. The Group is taking a conglomerate approach to build a diversified portfolio of businesses in Myanmar. As a responsible business organisation in Myanmar, the Group engages with the relevant government ministries and regulators to conduct its activities which may involve meetings between the Group's executives and the relevant government officials from time to time. The Company was ranked in the top 5% of the Governance and Transparency Index 2022, ranked 15th out of top 100 largest Singapore companies in the ASEAN Corporate Governance Scorecard 2017, and won the Best Managed Board (Gold) 2016, the Best Annual Report (Silver) 2022 and the Best Investor Relations (Silver) 2023 at the Singapore Corporate Awards.

For enquiries, please contact:

Analyst contact:

Ms Jane Kwa, Tel: (65) 9759 2602 Email: janekwa@yoma.com.mm

Ms. Hnin Yu Mon, Tel: (95) 9253 001 100 Email: hninyumon@yoma.com.mm

Group Media contact:

Ms Sylvia Saw McKaige, Tel: (65) 9476 2581 Email: sylviamckaige@yoma.com.mm

Ms Thiri Yee Mon, Tel: (95) 9517 9646 Email: thiri@yoma.com.mm

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Annexure to Yoma Strategic Holdings Ltd.'s Press Release dated 24 July 2024

Letter from Mr. Serge Pun

Since my return to Myanmar in 1991, I have been guided by the belief that my mission is to help build a better Myanmar for its people. These words encapsulate the greatest challenge and potential for our country's progress and achievement. With a deep sense of purpose, my team and I have continually worked towards creating value for our customers, employees, partners and shareholders.

Today, the fundamentals and foundation of the Group are sound, and I am confident that we are in capable hands under the leadership of my eldest son, Melvyn. We should be immensely proud of everything that we have accomplished over the past decade in "Building a Better Myanmar for its People".

I would also like to express my deep appreciation for the support and dedication of our Board of Directors. Our passion for Myanmar remains steadfast, and I will continue to provide any support to the Group to ensure that our vision and goals are achieved. As a major shareholder of the Company, I do not intend to reduce my stake and am committed to its continued success and next phase of growth.

With heartfelt gratitude and optimism for the future,



Serge Pun