Media Release

Yoma JCB held its official launch ceremony in Yangon

Yangon, 18 May 2017 – Yoma Strategic Holdings Ltd. ("Yoma Strategic" or the "Company", and together with its subsidiaries, the "Group") is pleased to announce that its wholly-owned subsidiary, Convenience Prosperity Company Limited ("CPCL"), has held its official launch ceremony for its JCB heavy equipment products in Yangon yesterday.

CPCL is the exclusive distributor for JCB construction equipment in Myanmar and has started operations in January 2017. The official launch ceremony held at Pun Hlaing Estate was hosted by Yoma Strategic, together with the management of JCB UK and JCB India, and Director of UK International Trade and Investment Myanmar, Douglas Barnes. More than 300 guests attended the event including customers from the construction and material handling businesses and members of the press, and the JCB models - Backhoe Loaders 3DXsuper and 4DX, Excavators JS205LC and JS85, Mini Excavator 8035, JCB Skidsteer Loader Robot-155 and JCB Telehandler- Loadall 530-70 were presented to the attendees, together with a fun "Dancing Diggers" show.

Melvyn Pun, CEO of Yoma Strategic, remarked, "We are proud to represent a leading construction equipment brand like JCB in Myanmar and are grateful to the JCB team for the huge support they have given us. With Myanmar's ongoing need to build up and modernise its infrastructure, the future looks bright for construction equipment sales. CPCL has already built a good network in Myanmar for agricultural equipment and has a reputation for industry-leading service support to customers. We aim to offer the same level of service and expertise to our customers in the construction industry."

Vipin Sondhi, MD and CEO of JCB India Limited, added, "As the construction industry expands to meet Myanmar's requirements for new and improved infrastructure, JCB has ambitious plans to continue to grow its market position in the country. Our partnership with Yoma Strategic marks an important step for this meaningful expansion. We are convinced that our products, which already have a worldwide reputation for innovation, durability and reliability, will suit the Myanmar market and meet the country's requirements for future infrastructure projects."

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CPCL's newest business division, Yoma JCB, is believed to be the first to introduce advanced telematics technology in Myanmar – LiveLink which helps customers to control and track their construction equipment machine 24/7. Yoma JCB currently has two branches located in Yangon and Mandalay. It expects to open nine additional branches across Myanmar over the next two years to grow the Yoma JCB distributorship brand and bring the JCB products and services closer to its customers.

Gerhard Hartzenberg, Yoma Strategic's Head of Agriculture and Construction Equipment, commented, "CPCL aims to establish the JCB brand as the leading construction equipment brand of choice in Myanmar. We will operate close to our customers, understand and satisfy their needs, and bring in products that will add value to their businesses."

End

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 & Equipment, 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 10% of the Governance and Transparency index for three consecutive years (2014 – 2016), ranked 17th out of top 100 largest Singapore companies in the Asean Corporate Governance Scorecard 2015 and won the Best Managed Board (Gold) Award at the Singapore Corporate Awards in 2016.

About Yoma JCB (www.yomajcb.com.mm)

Convenience Prosperity Company Limited (CPCL) is the exclusive distributor for JCB construction equipment in Myanmar and the business is operated through its newest division, Yoma JCB, which opened its doors in January 2017. It targets to have a total of 11 branches across Myanmar over the next 2 years. These include: Yangon, Mandalay, Kalay, Taunggyi, Myitkyina, Loikaw, Naypyitaw, Pathein, Mawlemyine, Kotaung and Meiktila. Working alongside CPCL's New Holland Agriculture, the market leaders in the supply of agricultural equipment in Myanmar, Yoma JCB aims to establish JCB as the leading construction equipment supplier in Myanmar.

About JCB (www.jcb.com)

JCB originated in the United Kingdom and is one of the world's top three manufacturers of construction equipment with presence in 150 countries. It has 22 plants on 4 continents: 11 in the UK, 6 in India and others in Brazil, the USA and China and employs more than 12,000 people worldwide. JCB is privately-owned by the Bamford family and the company was founded on October 23rd, 1945, by the late Joseph Cyril Bamford CBE. JCB manufactures more than 300 different machines including: backhoe loaders; Loadall telescopic handlers; tracked and wheeled excavators; wheeled loading shovels; aerial work platforms; rough terrain fork lifts; mini excavators; skid steers loaders and compaction equipment. Its sales turnover in 2015 was £2.34 billion and it has won more than 50 major awards for engineering excellence, exports, design, marketing, management and for its care for the environment. Among them are 30 Queen's Awards for honouring innovation and exports.

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Products presented during the Yoma JCB Launch:



JCB Backhoe Loadall



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JCB Backhoe Loadall



JCB Robot

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Pictures of the Yoma JCB Launch:



Dancing Diggers Show



Guests watching the Dancing Diggers Show

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