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Media Release

YOMA'S MYANMAR AUTOMOBILE DEALERSHIP BUSINESS TAKES OFF

- **Second batch of Dongfeng light trucks has just arrived in Myanmar**
- **Third batch of Dongfeng light trucks expected to arrive in November 2011**

Singapore, 12 October 2011– Yoma Strategic Holdings Ltd. and its subsidiaries' ("Yoma", "祐玛战略控股有限公司", or collectively, the "Group"), would like to announce that its new automobile dealership business in Myanmar is off to a good start.

The first batch of Dongfeng light trucks has been fully sold within two months of introduction. The second batch of 15 trucks has already reached Yangon, Myanmar and there have been many potential customers that have shown strong buying interest. Currently, Yoma has ordered a third batch of trucks and they are expected to arrive in November 2011 for more sales activities.

Commenting on this positive development, Mr Serge Pun, Chairman and CEO of Yoma said: *"The first batch of trucks was sold out very quickly without any advertising. The successful sales and customer feedback gave us the confidence to increase our orders for these initial batches and to implement our business plan so as to fulfil the market demand in Myanmar."*

Ever since its decision to enter the automobile dealership business, Yoma has put together a dedicated team responsible for the sales and marketing effort for the Dongfeng light trucks. Set on growing this business in Myanmar, Yoma has substantially increased its truck orders based on the initial market receptivity and indications from the sales of the first batch. The orders comprise both 3-ton trucks and 6-ton trucks, so as to cater to the different requirements of various customers.

Mr Pun further remarked: *“Dongfeng light trucks have never been previously represented in Myanmar. The sales of our first batch of Dongfeng light trucks gave us a clear indication that there is a niche market for this category of trucks in Myanmar and we aim to fill this niche quickly. As we develop the market and grow our business, our long term aim is to go into the truck assembly and manufacturing business.”*

Yoma entered into a conditional 10-year tripartite strategic cooperation agreement (the “Tripartite Agreement”) with Dongfeng Automobile Co., Ltd (“DFAC”) and Guangdong Machinery Imp. & Exp. Co., Ltd. (“GMG”) last year to establish and develop the sales and distribution of Dongfeng light trucks in Myanmar, with the intention to ultimately progress to assembly and manufacturing. Under the Tripartite Agreement, Yoma has the exclusive distribution rights for all Dongfeng light trucks in Myanmar and will procure the necessary import permits from the relevant Myanmar authorities, establish sales and post sales service centres as well as promote the Dongfeng brand in the Myanmar automobile market.

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About Yoma Strategic Holdings Ltd. (www.yomastrategic.com)

Listed on the Mainboard of the Singapore Exchange, Yoma Strategic Holdings Ltd., is a leading business corporation with principal activities that include the development of land, sale of private residential properties, agriculture, construction, as well as design and project management for real estate developments in Myanmar and the People's Republic of China. The Group's long term vision is to be a multinational corporation with a diversified portfolio of businesses across the Asia Pacific.

Issued on behalf of Yoma Strategic Holdings Ltd. by

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