
UPDATE ON AUTOMOTIVE BUSINESS AND ESTABLISHMENT OF NEW SUBSIDIARIES

The Board of Directors of Yoma Strategic Holdings Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to update shareholders that it has, through its 70% owned subsidiary, Myanmar Motors Pte. Ltd. (“**Myanmar Motors**”), entered into the vehicle operating lease and rental business in Myanmar (the “**Operating Lease Business**”). The remaining 30% of Myanmar Motors is held by First Myanmar Investment Co., Ltd.

For the purpose of this Operating Lease Business, Myanmar Motors has established a subsidiary in which it holds 100% rights and interests. Details are as follows:-

Name of company: Yoma Fleet Limited

Place of incorporation: Myanmar

Issued and paid-up share capital: 50,000,000 Kyats comprising 50,000 ordinary shares

Principal activities: Operating vehicle leasing and rental business

The Operating Lease Business will serve corporations in providing commercial vehicles for their business use. Given that there are currently limited providers of vehicle operating lease and rental services in the Myanmar market, the Group can be one of the first entrants into this market with a view to building up a market leadership position. Further, the Operating Lease Business also provides synergies with the Group’s automotive business.

The Group’s 70% pro rata investment in the Operating Lease Business will be funded using internal sources. This investment is not expected to have any material financial impact on the consolidated net tangible assets and the earnings per share of the Company for the current financial year ending 31 March 2014.

ON BEHALF OF THE BOARD

Andrew Rickards
Chief Executive Officer
28 January 2014