



Press Release

## Yoma Strategic Takes F&B Expansion Forward with YKKO Franchise Launch

**Yangon, Myanmar, 15 March 2024** - Yoma Strategic Holdings Ltd ("Yoma Strategic"), a leading conglomerate and the largest restaurant operator in Myanmar, is proud to unveil the launch of the inaugural franchise of its YKKO F&B brand.

Capitalising on the strong brand presence of YKKO throughout Myanmar, Yoma Strategic is strategically expanding into franchising for the first time.

**Mr. Melvyn Pun, CEO of Yoma Strategic**, underscored the strategic importance of this expansion, highlighting, "Yoma F&B serves as a cornerstone of our diverse business portfolio. The launch of YKKO franchises demonstrates our unwavering commitment to cultivating culinary distinction and broadening our market reach. We are excited to provide consumers in diverse locales with the opportunity to try the distinctive tastes of YKKO. We look forward to collaborating with passionate and entrepreneurial individuals."

With a nationwide presence across Myanmar, including Yangon, Nay Pyi Taw, Mandalay, Maw La Myaing, Bago, and Taung Gyi, YKKO has become a symbol of authentic Kyay Oh cuisine since its establishment in 1988. This strategic move to introduce franchise outlets reflects Yoma Strategic's commitment to expanding and innovating within the F&B industry.

The inaugural YKKO franchise outlets are scheduled to launch in Htauk Kyant, located on the outskirts of Yangon, and Pyay, in the Bago region, by March 2024.

Ms. Aye Myat Maw, Executive Director of YKKO, expressed her enthusiasm for the rollout of franchise shops, saying, "We take pride in supporting our franchisees as they join us on this exciting journey. By expanding through franchising, our goal is to enhance customer service and extend the delight of YKKO to an even wider audience throughout Myanmar."

Yoma F&B continued to see strong year-over-year revenue growth, achieving new records in terms of customer numbers, transaction volumes and system sales in 3M-Dec2023. Revenue surged by 33.8% y-o-y to US\$8.7 million in the quarter.

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**About Yoma Strategic Holdings Ltd. (<https://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, Mobile Financial Services, Leasing, F&B, Heavy Equipment & Passenger Vehicles 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 5% of the Governance and Transparency Index 2022, ranked 15th out of the top 100 largest Singapore companies in the ASEAN Corporate Governance Scorecard 2017, and won the Best Managed Board (Gold) Award in 2016, the Best Annual Report (Silver) 2022 and Best Investor Relations (Silver) 2023 at the Singapore Corporate Awards.

**About Yankin Kyay Oh Group of Companies Limited (<https://ykko.com.mm/>)**

YKKO is a brand name synonymous to its signature dish Kyay-Oh in Myanmar. The first shop opened in Yangon's Yankin Township in 1988, thus the name "Yankin Kyay-Oh", was later abbreviated to YKKO when the flagship store in Sayar San Road was opened. Since then YKKO has been serving quality Kyay-Oh dish to its customers with particular focus on taste, convenience, and ambience. With a legacy spanning over three decades and a nationwide presence, YKKO takes pride in continuing to delight valued customers with every bowl. YKKO is a founding member of Myanmar Restaurant Association, and is a participant of UN Global Compact.

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