

PRESS RELEASE

Yoma Strategic Expands Regionally with YKKO's First International Franchise Opening in Thailand

Bangkok, Thailand, 31 October 2024 – Yoma Strategic Holdings Ltd. ("Yoma Strategic"), a leading conglomerate and largest restaurant operator in Myanmar, proudly announces a significant milestone with the launch of its first international franchise in Thailand.

The first international YKKO restaurant is situated on the 7th floor of the iconic MBK Center and marks YKKO's official debut outside of Myanmar. From its humble beginnings in 1988 as a family restaurant in Yangon's Yankin Township, YKKO has grown over its 36-year journey to become one of Myanmar's most recognised restaurant brands and is best known for its signature Kyah Oh dish. There are currently 41 branches across Myanmar, and this expansion into Thailand is a testament to YKKO's long-term strategy to evolve from a household name in Myanmar into a leading regional brand, with a vision to build a brand that the people of Myanmar love and are proud of.

Melvyn Pun, Chairman and CEO of Yoma Strategic:

"The opening of YKKO's first international franchise in Thailand reflects our commitment to showcasing Myanmar's culinary heritage to the regional stage. We are extending YKKO's presence and are excited to grow our brand further with a shared vision of quality and sustainable growth."

Mr. Minn Htet Khine, Head of Yoma F&B:

"We are incredibly proud of our 36-year legacy and excited to expand the YKKO experience to Thailand. We are committed to maintaining the same high standards of quality and service that have made YKKO a beloved brand in Myanmar. This is just the first step in our broader regional strategy as we explore further opportunities in other key markets across Southeast Asia."

YKKO's strategic growth reflects the resilience and adaptability of its business model. With nearly four decades of experience in the F&B sector, YKKO has built a robust supply chain, efficient operational processes, and a deep understanding of customer preferences. These strengths will be instrumental as the brand scales operations and explores new markets.

The decision to launch YKKO internationally in Thailand aligns with Yoma Strategic's strategy of gradual, measured expansion that aims to build a solid regional presence and lay the foundation for further expansion into other ASEAN markets.

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

Listed on the Main Board 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.

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