

# A LANDMARK YEAR MYANMAR'S GOLDEN FUTURE

---







# Pun Hlaing Estate



PUN HLAING ESTATE

**BEST HOUSING DEVELOPMENT**  
for Lotus Canal View Villas<sup>1</sup>

**652-ACRE DEVELOPMENT**  
with its own Gary Player golf course

<sup>1</sup> At the decade old Asia Property Awards organised by PropertyGuru.





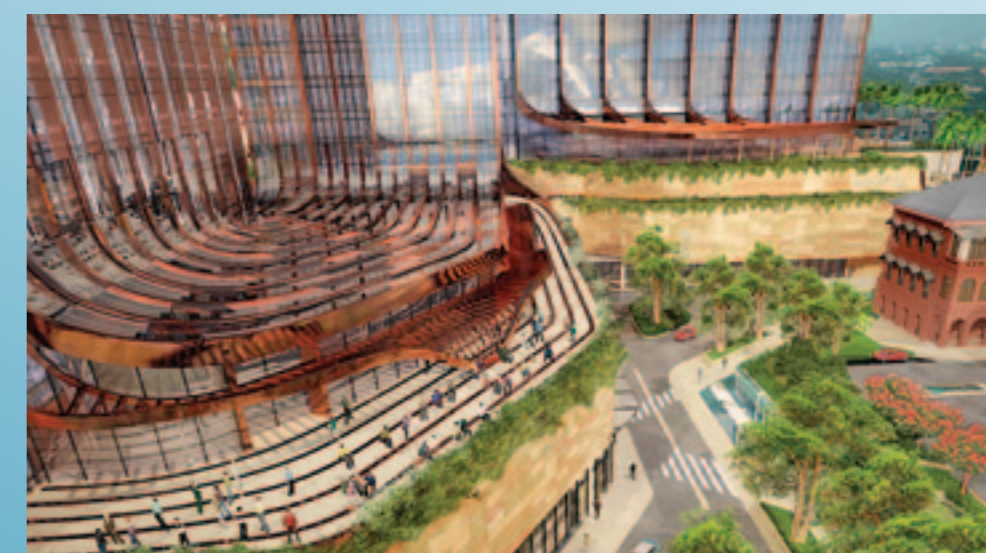
# StarCity



**135-acre**  
residential estate  
to accommodate  
**10,000 HOMES**

**20 MINUTES**  
away from the  
**Thilawa Special  
Economic Zone**





# Landmark Development

Located in the heart of  
**DOWNTOWN  
YANGON**

**10-ACRE PROJECT**  
anchored by the luxurious  
**Peninsula Yangon Hotel**



**Food and Beverage Distribution**

The Group has a 30%-interest in Access Myanmar Distribution Co. Ltd (“AMDC”) which produces, markets and distributes alcoholic beverages products in Myanmar under Asia Beverages Company Limited (“ABC”). ABC’s ‘High Class’ whisky brand is one of the largest domestic whisky brand and has achieved a substantial market share since its launch in 2011.

AMDC’s efficient operations are supported by a large workforce in over 31 branches and depots, providing extensive geographical coverage across both Upper and Lower Myanmar. Its strong distribution network will provide a solid, well established platform for the Group to expand into future FMCG ventures.



Estimated  
**60,000**  
direct and indirect  
point of sales

Myanmar’s  
**FIRST**  
integrated  
cold chain  
logistics network

Myanmar’s economic and demographic conditions are expected to drive the demand for logistics facilities. The Group, together with Kokubu Group Corp., has set up a 50-50 joint venture company called KOSPA Limited (“KOSPA”) to tap into this demand. Since October 2014, KOSPA has been operating a fleet of multi-temperature controlled trucks to serve its range of customers from the food and beverage, FMCG, agricultural, pharmaceutical and hotel industries.

In December 2015, KOSPA opened its first 4,500 square meters multi-temperature storage facility in Yangon to better serve its customers. The newly built multi-temperature storage facility, together with the multi-temperature capability in its fleet of trucks, will allow KOSPA to continue to offer in-bound and out-bound third-party distribution solutions in Myanmar.



**Distributorships and Leasing**

The Group’s Automotive & Equipment division offers a comprehensive offering across agriculture equipment, passenger cars, commercial vehicles, and parts and tyres to customers. It is the Myanmar distributor for international brands including Mitsubishi Motors, Volkswagen, Hino, Case New Holland and Bridgestone Tyres, and operates showrooms and service centers in various cities. The Group also owns a fleet leasing business that provides vehicles rental services.

**Case New Holland**

The Group’s wholly-owned subsidiary Convenience Prosperity Company Limited (“CPCL”) is the distributor for Case New Holland (“CNH”), one of the leading agriculture equipment brands in the world. Myanmar is now the second biggest market for New Holland tractors in South East Asia based on the number of tractors sold in 2015. In FY2016, CPCL has strengthened its presence in Myanmar by converting its remaining five independent dealers into fully fledged CPCL branches in addition to its four existing branches. The number of CPCL branches is expected to grow to 14 by December 2016 ensuring that CPCL supports farmers in every major farming region in Myanmar. These strategically positioned branches will give



Myanmar is the  
**2<sup>nd</sup> BIGGEST MARKET**  
for New Holland tractors  
in South East Asia

Wide network of  
**11 BRANCHES<sup>1</sup>**

Tractor sales grew  
by more than  
**41%**  
in FY2016<sup>2</sup>

<sup>1</sup> As at July 2016.

<sup>2</sup> Reflects full year growth. Yoma Strategic acquired this business in February 2015.



**YOMA STRATEGIC HOLDINGS LTD.**

78 SHENTON WAY #32-00

SINGAPORE 079120

TEL: (65) 6223 2262

FAX: (65) 6223 1990

WEBSITE: [www.yomastrategic.com](http://www.yomastrategic.com)