

Press Release - For Immediate Release

## **SMI SIGNS 3-YEAR EXCLUSIVE DISTRIBUTION AGREEMENT WITH SHISEIDO ASIA PACIFIC**

- **SMI to exclusively distribute and market Shiseido products in Myanmar**
- **Distribution period shall be for a period of three years and can be extended by mutual agreement for two more years**
- **Exclusive distribution agreement to further augment the Group's business model in Myanmar**

**Singapore, 08 February 2017** – Mainboard-listed **Singapore Myanmar Investco Limited ("SMI" or "Company" or "新加坡缅甸投资公司" and together with its subsidiaries, the "Group")**, a progressive business group with a primary focus on Myanmar, is pleased to announce that it has signed an exclusive distribution agreement with Shiseido Asia Pacific and SMI's subsidiary, SMI Retail Pte. Ltd.

With various brands under its product portfolio, including the international luxury brand "SHISEIDO", Shiseido Asia Pacific is in the business of the sale and marketing of, among others, high quality, prestige skincare, makeup, cosmetics, fragrance and personal care products.

Capitalising on its specific, in-depth knowledge and working experience of the local retail landscape in Myanmar, the Group will establish and maintain a network of high-end retailers who will market the products of Shiseido Asia Pacific in Myanmar. The duration of this exclusive distribution between the Group and Shiseido Asia Pacific shall be for a period of three years, which can be extended by mutual agreement for two more years.

Driven by the underlying growth trends within Myanmar, SMI has ventured into various consumer-related and business-related products and services in Myanmar over the past few years. With the addition of this exclusive distribution agreement with Shiseido Asia Pacific, it will further augment the Group's business model and growing business presence in Myanmar.

**Mr. Mark Bedingham, President and Chief Executive Officer of SMI, said:** *"Myanmar is one of the most promising economies in Asia, however for majority of Asian and global consumer brands, Myanmar is a relatively new frontier market."*

*"With a growing middle class and increasing consumer sophistication, we believe that it represents significant opportunities for us to introduce globally-recognised consumer brands and develop new trends in Myanmar's retail market."*

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## Media & Investor Contacts



Mr. Alex TAN  
Mobile: +65 9451 5252  
Email: [alex.tan@8prasia.com](mailto:alex.tan@8prasia.com)

### **About Singapore Myanmar Investco Limited** ***(SGX Stock Code: Y45 / Bloomberg Code: SMI:SP / Reuters Code: SINO.SI)***

Listed on the Main Board of the Singapore Stock Exchange, Singapore Myanmar Investco Limited adopts a diversified business model to enhance its long-term growth prospects. The Group has identified several growth catalysts in South East Asia's pioneer markets, specifically in Myanmar.

Capitalising on the underlying growth trends within Myanmar, the Group has ventured into various consumer-related and business-related products and services as follows:

1. Travel & Fashion Retail
2. Auto Services
3. Construction Services
4. Food & Beverage
5. Logistics and Warehouse Services
6. Serviced Offices
7. Telecommunication Equipment Services