



Press Release - For Immediate Release

**SINGAPORE WINDSOR APPOINTS
CONSUMER MARKETING SPECIALIST
MARK BEDINGHAM
AS NEW PRESIDENT AND CHIEF EXECUTIVE OFFICER**

Singapore, 25 July 2014 – Mainboard-listed Singapore Windsor Holdings Limited (“Singapore Windsor” or “新加坡荣华控股” or the “Group”) is pleased to announce the appointment of Mr. Mark Bedingham as its new President and Chief Executive Officer with effect from January 2015.

The appointment is Singapore Windsor’s latest step in its new diversified strategy to enhance its long-term growth prospects in South East Asia markets, specifically in Myanmar.

Mr. Mark Bedingham has had a long association with Asia, having been born in Malaysia and accumulated more than 30 years of working experience in the retailing and marketing of consumer and luxury brands in Asia.

He began his career, after graduation from St. John’s College, Oxford University in 1977, with Jardine Matheson Holdings and progressively rose through the ranks within various key consumer divisions in Hong Kong, Malaysia and Japan before being appointed as a Director of Jardine Pacific.

He joined LVMH Moët Hennessy • Louis Vuitton S.A. (“Moët Hennessy”), based in Hong Kong, in the mid-1990s as the Regional Managing Director of Asia Pacific. Spearheading the development of Moët Hennessy’s business in China, he succeeded in growing the Chinese market into Moët Hennessy’s largest global market. During his tenure, he also led an expansion of new subsidiaries in emerging markets across South East Asia, as well as Australia and New Zealand. Under his management, the Asia Pacific region became the largest contributor to Moët Hennessy’s global business activities.

Mr. Bedingham has also served, for nearly seven years, on the board of DFS, the world’s largest travel retailer, and he is also a member of the Strategic Advisory Board of L Capital. During his business posting in Japan, he was appointed as a member of the Japanese Prime Minister’s Administrative Reform Council and he was also selected as the Chairman of the European Business Council in Japan.

Mr. Bedingham graduated with a Master’s degree in Agricultural and Forest Sciences from the School of Biological Sciences of Oxford University.

Mr. Patrick Ho, Executive Director and Chairman of Singapore Windsor, said, “Mark is truly a trailblazer in Asia’s consumer marketing and branding industry, where he has honed his ability for more than 30 years to spot emerging consumer trends, nurtured successful brands and develop new channels of distribution.

We are delighted to welcome Mark as his track record and keen business judgment make him an outstanding addition to our business transformation that will start from Myanmar. We look forward to his leadership and wealth of experience as we continue our business development efforts in Myanmar.”

Commenting on his appointment, Mr. Mark Bedingham said, “I am particularly excited to join Singapore Windsor as I believe that Myanmar is the next frontier for business in Asia that offers extraordinary opportunities to develop new businesses across a whole range of industries and consumer sectors.

Utilising a multi-national range of suppliers and business partners, we aim to lay the groundwork in Myanmar and execute the business strategies established by our board. I look forward to contribute positively to Singapore Windsor’s growth with my background in business and organisational development across the major markets and countries in Asia.”

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About Singapore Windsor (Bloomberg: SOR:SP / Reuters: SWHL.SI / SGX Stock Code: Y45)

Listed on the Main Board of the Singapore Stock Exchange, Singapore Windsor Holdings 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 geographies, specifically in Myanmar.

Capitalising on the underlying growth trends within Myanmar, the Group has ventured into the following sectors:

1. Trading, distribution and retail
2. Telecom infrastructure construction
3. Serviced office business

Distinct from its business presence in Myanmar, the Group’s production hubs in China serve the component and Printed Circuit Board (“PCB”) makers in the dynamic end-product markets of telecommunications, automobile and consumer electronics.