



Press Release - For Immediate Release

SINGAPORE WINDSOR SECURES EUROPCAR MASTER FRANCHISE IN MYANMAR

- **Europcar is one of the world's leading mobility players and is the European car hire leader**
- **Exclusive franchise period for 5 years and renewable for a further 5 years**
- **Access to Europcar's global network and international car rental management experience**
- **Strong latent market potential from growing pool of business and leisure customers**

Singapore, 20 May 2015 – Mainboard-listed Singapore Windsor Holdings Limited (“Singapore Windsor” or “新加坡荣华控股”, and together with its subsidiaries, the “Group”), a progressive business group with a primary focus on Myanmar, is pleased to announce that its wholly-owned subsidiary, SMI Auto Services Pte. Ltd., has been appointed the sole country franchisee in Myanmar by Europcar, one of the world's leading mobility players and European car hire leader.

This exclusive franchise agreement takes effect, for a period of 5 years, from 1 April 2015 to 31 March 2020 and is renewable for a further 5 years upon mutual agreement between both parties.

Aligned with the Group's strategy of developing businesses with high growth potential in Myanmar, this new car hire business initiative will add on to the Group's growing portfolio of consumer-related & business-related services with strong cash flows.

Strong Latent Market Potential from Growing Pool of Business and Leisure Customers

Following the liberalisation of Myanmar's economy, there has been a strong growth in the economy and a significant rise in tourism flows, resulting in a strong demand for car hire and rental services.

For a start, the Group will adopt a two-prong strategy for this business segment, targeting the business-to-business opportunities with the growing number of international companies that are establishing their operations in Myanmar. In addition, the Group will offer such car hire services to hotels and hospitality establishments groups that are expanding rapidly.

This business segment in Myanmar is expected to grow further with driver inclusive services and over time, the self-driving of cars within the local community is expected to gain popularity with a growing middle-income economy.

Present in over 140 countries, Europcar has one of the largest vehicle rental networks through its own operators, franchisees and partnerships. Coupled with a well-recognised international brand name, Europcar has established high calibre partnerships within the airline, hotel, travel and tour industries globally.

Combining Europcar's global network and international car rental management experience with Singapore Windsor's growing Myanmar operational expertise and support services, this business franchise is expected to scale up quickly with a pool of vehicles and drivers to tap the latent market potential in Myanmar.

Mr. Mark Bedingham, President and Chief Executive Officer of Singapore Windsor, said: *“Europcar is one of the world's renowned car rental brands and we are delighted to partner Europcar to offer the first international car rental service in Myanmar.*

The demand for reliable and customized car-rental services in Myanmar is more evident than ever and we have a strong operating platform to support growth in this frontier market.”

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About Europcar

Europcar is one of the leading mobility players in Europe. Present in over 140 countries, the Group provides customers with one of the largest vehicle rental networks through its own operators, franchisees and partnerships. Europcar Group operates worldwide its own brands Europcar® and InterRent®, which is its low cost brand. The group puts customers at the heart of its mission whether it is innovation or service. All the employees of the group are committed to delivering customer satisfaction. Europcar is actively promoting Corporate and Environmental social responsibility. Europcar has been awarded again in 2014 for the 6th consecutive year, by the World Travel Awards (« World's Leading Green Transport Solution Company »). Europcar was also designed « Leading Car Rental Company » in Europe, Africa, Middle-East and Australia. Europcar is owned by Eurazeo, one of the leading listed investment companies in Europe.

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 pioneer markets, specifically in Myanmar.

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

1. Telecom infrastructure construction
2. Trading, distribution and retail
3. Serviced office business
4. Car hire and rental services