

Press Release - For Immediate Release

SMI SIGNS FRANCHISE AGREEMENT TO BRING ESTABLISHED CHINESE F&B BRAND, CRYSTAL JADE, TO MYANMAR

- **Crystal Jade is the first major Chinese F&B brand to be launched in Myanmar**
- **Two Crystal Jade outlets to be opened in Yangon in 2016 with pipeline plans to roll-out more outlets in across Myanmar in 2017 and beyond**
- **Rising consumerism and improved economic conditions in Myanmar is expected to create more demand for Chinese cuisine**
- **Growing hospitality and tourism sector to further reinforce the growth of the F&B industry in Myanmar**

Singapore, 16 May 2016 – Mainboard-listed **Singapore Myanmar Investco Limited (“SMI” 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 entered into a franchise agreement with Crystal Jade Management (Vietnam) Pte. Ltd., for SMI to operate and manage the culinary concepts, under the Crystal Jade Group, in Myanmar.

Founded in Singapore in 1991, Crystal Jade Group is a well-known household name in Asia that is committed to preserving the rich traditions of Chinese cuisine through its specialty dining concepts ranging from fine dining restaurants and casual dining eateries to specialty bakeries. The award-winning group currently owns and operates over 100 outlets in 20 major cities with diverse dining concepts across Asia Pacific and in the United States.

With a large domestic population of approximately 60 million and increasing visitorship to Myanmar, the country’s F&B market has strong potential for growth as economic progress continues after major reforms were undertaken in recent years.

Matching SMI’s local market knowledge and operating experience with the distinctive strengths of Crystal Jade Group’s brand and culinary concepts, this in-depth collaboration uniquely positions both parties to tap the rising popularity of Chinese cuisine in Myanmar.

The first Crystal Jade outlet is expected to be opened in the 3rd quarter of 2016 at the new Yangon International Airport Terminal 2 and there are plans to open a Crystal Jade Palace restaurant at the Sedona Hotel Yangon later in the year.

Commenting on this latest corporate development, Mr. Mark Bedingham, President and Chief Executive Officer of SMI, said: *“With the addition of this franchise to our business model, it serves to emphasize our continuing commitment to build a portfolio of high-growth consumer-related and infrastructure-related business enterprises in Myanmar.*

As a cornerstone to our strategy, we have embarked on various business ventures with various globally-recognised brands and companies and we are confident that the Crystal Jade’s gastronomic Chinese cuisine will find ready acceptance in Myanmar after the first two stores are opened this year.”

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This document is to be read in conjunction with SMI’s exchange filings on 16 May 2016, which can be downloaded via www.sgx.com.

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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 infrastructure-related business services as follows:

1. Telecom infrastructure construction
2. Duty-free operations
3. Trading, distribution and retail
4. Serviced office business
5. Car hire and rental services
6. Logistics and warehousing services
7. Food & beverage business