

Press Release - For Immediate Release

## **POPULAR RAMEN RESTAURANT, IPPUDO, TO MAKE MAIDEN FORAY IN MYANMAR UNDER SMI**

- Maiden foray of one of the leading Japanese F&B brands into Myanmar
- First IPPUDO restaurant in Myanmar scheduled to open in the first quarter of 2017
- Additional IPPUDO outlets are expected to be opened in major cities across Myanmar over the next few years
- Rising consumerism trend fueled by strong expectations of Myanmar's economic growth

Singapore, 14 July 2016 – Mainboard-listed **Singapore Myanmar Investco Limited** (“SMI” or “新加坡緬甸投資公司”), a progressive business group with a primary focus on Myanmar, is pleased to announce that it has entered into a licensing agreement with Chikaranomoto Holdings Co. Ltd. (“Chikaranomoto”), operator of the popular IPPUDO ramen restaurant chain, for SMI to operate and manage IPPUDO ramen restaurants in Myanmar.

With more than 90 restaurants in Japan and over 60 restaurants worldwide, IPPUDO has become the most popular ramen restaurant over the years. IPPUDO was founded in 1985 in Hakata, Japan by Shigemi Kawahara.

Under the agreement, Chikaranomoto will provide training programs and on-going support to SMI to facilitate the set-up and operation of IPPUDO ramen restaurants in Myanmar. The first IPPUDO ramen restaurant in Myanmar is expected to be opened in the first quarter of 2017 and SMI has plans to open more outlets in major cities across Myanmar over the next few years.

**Mr. Mark Bedingham, President and Chief Executive Officer of SMI, said:** *“We see abundant growth opportunities within the F&B retail market in Myanmar and the time is ripe for us to introduce the popular IPPUDO brand and cuisine to a growing middle class in Myanmar.”*

**- END -**

This document is to be read in conjunction with SMI's exchange filings on 14 July 2016, which can be downloaded via [www.sgx.com](http://www.sgx.com).

## 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 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