
RE-BRANDING OF COMPANY LOGO

The Board of Directors of First Myanmar Investment Co., Ltd. (the “**Company**”) wishes to introduce the Company’s new logo as part of the re-branding exercise announced at the Company’s 26th Annual General Meeting held on 29 July 2018.

The re-branding exercise is done as part of the Company’s initiative for coherency within the enlarged Yoma Group¹, and to identify the Company as part of the overall Yoma Group brand. This re-branding exercise will also put the Company’s brand strategically in international market. The Company’s new logo following the re-branding is as follows:



From the date of this announcement, all of Company’s corporate products including but not limited to business cards, letterheads, and Company documents will be updated with the new logo.

By Order of the Board

Tun Tun
Executive Director
29 July 2018

FIRST MYANMAR INVESTMENT CO., LTD.

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¹ Yoma Group is an umbrella brand comprising the groups of companies held by the Company, Serge Pun & Associates (Myanmar) Limited, Yoma Strategic Holdings Ltd, which is listed on the Mainboard of the Singapore Stock Exchange, and Memories Group Limited, which is listed on the Catalist Board of the Singapore Stock Exchange.