


## MISCELLANEOUS

\* Asterisks denote mandatory information

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| <b>Name of Announcer *</b>                         | YHI INTERNATIONAL LIMITED                      |
| <b>Company Registration No.</b>                    | 200007455H                                     |
| <b>Announcement submitted on behalf of</b>         | YHI INTERNATIONAL LIMITED                      |
| <b>Announcement is submitted with respect to *</b> | YHI INTERNATIONAL LIMITED                      |
| <b>Announcement is submitted by *</b>              | Tay Tian Hoe Richard                           |
| <b>Designation *</b>                               | Executive Chairman and Group Managing Director |
| <b>Date &amp; Time of Broadcast</b>                | 15-May-2013 19:19:47                           |
| <b>Announcement No.</b>                            | 00204  |

## &gt;&gt; ANNOUNCEMENT DETAILS

The details of the announcement start here ...

|                             |  |
|-----------------------------|--|
| <b>Announcement Title *</b> | Supply Agreement with Mercedes AMG Petronas  |
| <b>Description</b>          | Please see attached.   |
| <b>Attachments</b>          |  YHIPressReleaseMercedesSponsorship.pdf<br>Total size = <b>606K</b><br>(2048K size limit recommended) |



**YHI International Limited**

**MEDIA RELEASE**  
For Immediate Release

## **YHI International inks new deal as official supplier to MERCEDES AMG PETRONAS Formula One team**

- **Agreement to supply Advanti Racing alloy wheels for all MERCEDES AMG PETRONAS Formula One racing cars**
- **Effective for the 2013, 2014 and 2015 Championships**

**Singapore, 15 May 2013 – MAINBOARD-LISTED YHI International Limited** (YHI or the Group) (友发国际有限公司) today announced that its proprietary brand, Advanti Racing, has been granted the rights to be the “Official Supplier to the MERCEDES AMG PETRONAS Formula One (F1) Team”.

Through its subsidiary, YHI Manufacturing (Singapore) Pte Ltd, the Group has just inked an agreement to supply Advanti Racing Alloy Wheels for all MERCEDES AMG PETRONAS F1 racing cars for the 2013, 2014 and 2015 Championships.

With this agreement, YHI holds the right to use the official designation “Advanti Racing, Official Supplier to MERCEDES AMG PETRONAS Formula One Team” in all the Group’s advertising and promotional materials, business stationery, websites and alloy wheels packaging. During the championship term, YHI also holds the right to display the “Advanti Racing” name on the wheels of the Mercedes F1 cars and Mercedes will equip its F1 cars at the races and tests, as well as show cars exclusively with the Advanti Racing Alloy Wheels.

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Executive Chairman and Group Managing Director, Mr Richard Tay (郑添和) said: “We are very pleased to be the official partner with MERCEDES AMG team and be associated with this international and prestigious racing event.” He said that the sponsorship is in line with the Group's marketing strategy for YHI's automotive products as the Group is a global company with a presence in more than 100 countries operating through its 30 subsidiaries and one associated company located in Asia Pacific, North America and Europe.

Mr Tay highlighted: “Sponsoring the Mercedes's alloy wheels is part of YHI's multi-product, multi-brand and multi-category (3M) strategy to raise its profile of its own proprietary brands worldwide. This collaboration with MERCEDES AMG PETRONAS Formula One Team affirms the Group's strategy to make YHI a global and recognised brand name where the “The World is Our Market”. We believe that with this new sponsorship, YHI's image and brand value of its proprietary products will be elevated. This new partnership would certainly create stronger branding associated with a better known racing team. We will continue to work with our partners and distributors to be the trend setter and market leader of alloy wheel designs and quality.”

This collaboration with MERCEDES AMG PETRONAS F1 team is the YHI's second partnership within the F1 circuit. The Group was previously the official partner of Scuderia Toro Rosso S.p.A from the 2008 to 2012 F1 Championships.

### **Advanti's Benefits and Technology**

Advanti Racing Alloy Wheels is the proprietary alloy wheels brand from YHI, whose manufacturing arm is the sole producer of such alloy wheels. It has achieved all the international safety standards of VIA (Japan), SFI (United States of America) and TUV (Germany). The benefits of alloy wheels are - style, reduced unsprung weight (compared to steel wheels), increased control over acceleration, steering and braking, controlled cornering, and increased brake cooling.

## **YHI INTERNATIONAL LIMITED**

A key feature of Advanti Racing Alloy Wheels is that it has adopted Enkei's premium alloy wheel flow forming technology to produce the next generation of lighter weight and higher quality alloy wheels. Enkei has developed a new manufacturing process called the Most Advanced Technology (MAT) which combines a one-piece wheel casting technology with a rim forming technology called the spinning process. This new technology of casting and rim forming by the MAT process is vital to improving significantly the material property and strength of the wheels.

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### **About YHI International Limited ([www.yhi.com.sg](http://www.yhi.com.sg))**

YHI International Limited (YHI) (友发国际有限公司) is a recognised distributor of high-quality automotive and industrial products, and a familiar and trusted brand name in alloy wheels manufacturing as an Original Design Manufacturer (ODM). It provides integrated services from the design and development to the manufacturing, marketing and distribution of alloy wheels.

Today, YHI's wide international presence can be seen in over 100 countries operating through its 30 subsidiaries and one associated company located in Asia Pacific, North America and Europe. YHI distributes a diverse range of automotive products, which includes tyres, alloy wheels, automotive and industrial batteries, as well as golf and utility buggies to more than 5,000 customers globally.

The key tyre brands are Yokohama, Archilles, Roadstone, Nankang, Nexen, Pirelli, Corsa, Nitto, Otani and its proprietary brand – Neuton. YHI's portfolio of alloy rims includes renowned brands such as Enkei, OZ, Konig, Advanti Racing and Breyton. Advanti Racing is an official supplier to the MERCEDES AMG PETRONAS Formula One Team for 2013 to 2015 Championships after being the official partner to Scuderia Toro Rosso Formula One Team from 2008 to 2012.

YHI's industrial product portfolio includes both automotive batteries and rechargeable batteries for commercial and industrial use as well as golf and utility buggies from EZGO. Some of the key brands of rechargeable batteries it distributes are Hitachi, Trojan, CSB, Benning, Crown, Vision and FIAMM. YHI also has its own proprietary brand of industrial and automotive batteries called Neuton Power.

As an integrated ODM solutions provider, YHI currently has five alloy wheels manufacturing plants located in Shanghai and Suzhou, China, Taoyuan in Taiwan, Sepang and Malacca in Malaysia with a current total production capacity of 3.8 million units per annum.

The Group aims to develop YHI into a global brand name where its tagline "The World is Our Market" will come true. Its plan is to continue to strengthen and widen the YHI's distribution network, through its multi-brand, multi-category and multi-product (3M) marketing strategies, focusing on promotion and development of its portfolio of premium and proprietary brands in the global market.

YHI (Malaysia) Sdn Bhd (YHI Malaysia) received the Super Golden Bull award four times, the latest being 2012 among small and medium-sized enterprises (SMEs) in Malaysia. The award which was organised by Nanyang Siang Pau honoured the best of SMEs in Malaysia.

Started as a sole proprietor in 1948, YHI has successfully diversified its business and was listed on the Mainboard of the Singapore Exchange on 3 July 2003.

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Photograph attached

Photo caption: Advanti Racing Alloy Wheels fitted on the Mercedes AMG Petronas Formula One car

Photo courtesy of MERCEDES AMG PETRONAS Formula One Team

