



**YHI International Limited**  
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## **MEDIA RELEASE**

### **YHI International Limited to establish a new joint venture tires sales company in Malaysia**

**Singapore, 15<sup>th</sup> December 2021** - YHI International Limited (the “Company” and together with its subsidiaries, the “Group”), is pleased to announce today that its wholly owned subsidiary, YHI (Malaysia) Sdn.Bhd., will establish Yokohama Tyre Sales Malaysia Sdn. Bhd on 1<sup>st</sup> January 2022, as a joint venture with The Yokohama Rubber Co., Ltd.

YHI Malaysia Sdn Bhd has been an Exclusive Distributor in Malaysia for Yokohama Rubber Co., Ltd for more than 40 years. Over the years, YHI Malaysia has diligently marketed the Yokohama brand of tyres through extensive marketing and sales strategy to establish a strong network of wholesalers and retailers in achieving extensive market share in Malaysia.

As Malaysia is one of the biggest growing markets in the Asean region for the automotive industry, we strongly believe that through the enhanced partnership of the joint venture will allow us to expand the market potential.

Mr. Richard Tay, Chairman and Group Managing Director of YHI International Ltd, said, “With the direct involvement of Yokohama Rubber’s brand of Global marketing strategies and full product ranges, coupled with the established network and market experiences of YHI Malaysia, this will facilitate further expansion of Yokohama’s market share and strengthen the business foundation in the growing market of Malaysia.”

YRC and YHI will establish a comprehensive relationship through the new company, and will expand the business in Malaysian market to be aligned with the new mid-term management plan of “Yokohama Transformation 2023(YX2023)”. Under this plan, the consumer tire business aims to promote the high-value-added tires such as the global flagship ADVAN brand and the GEOLANDAR brand of tires, to reinforce sales channel to capture the replacement demand in the Malaysian market.

## <New Joint Venture's profile>

Name : YOKOHAMA TYRE SALES MALAYSIA. SDN.BHD

Address : No.15, Jalan Jurutera U1/23, Seksyen U1, HICOM-Glenmarie Industrial Park, Shah Alam, Selangor Darul Ehsan, Malaysia 40150

Business : Tire and car parts sales

Capital : 10,000,000.00 MYR

Share : YRC: 51%, YHI(Malaysia) Sdn.Bhd: 49%

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## **About YHI International Limited**

YHI International Limited is a leading global distributor of high-quality automotive and industrial products, and a trusted brand name in alloy wheels manufacturing as an Original Design Manufacturer (ODM).

Listed on the Mainboard of the Singapore Exchange Securities Trading Limited (SGX-ST) on 3 July 2003, YHI has successfully diversified its business and carved a niche for itself in the global automotive arena since its humble beginnings as a sole proprietorship established in 1948.

Today, YHI's international presence spans across over 100 countries through its 32 subsidiaries and 2 associated companies located across Asia Pacific, North America and Europe. YHI distributes a diverse range of premium automotive products, which includes tyres, alloy wheels, energy solutions, buggy & utilities vehicles and other industrial products to more than 5,000 customers globally.

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## **For Media and Investor Relations queries, please contact:**

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