

April 18, 2017
Nippon Paint Holdings Co., Ltd.

Establishment of sales company in Myanmar

Nippon Paint Holdings (NPHD) announced that Nippon paint (Singapore), a joint venture of Nipsea Pte and NPHD, established Nippon Paint (Myanmar) Service (NPMSC) to develop a strong business foundation in the Myanmar markets.

Nippon Paint estimates the decorative paint market was worth US\$40 million in 2015, with a view to enhancing further growth in the market. By strengthening Nippon Paint brand presence, NPMSC hopes to be a major player as seeing greater demand.

Nippon Paint's products have been available in the Myanmar market for over 20 years, through its distributor. NPMSC marks Nippon Paint (Singapore)'s overseas expansion plans to better meet the country's fast growing needs.

In a vision of the World Bank's Myanmar Economic Monitor in May 2016, the economic outlook for Myanmar remains strong due to a "continued focus by the government on structural reforms and on maintaining macroeconomic stability". Investors' demand for services, and infrastructure construction, are expected to be the main drivers of growth. Nippon Paint believes this establishment will spur greater interest and appreciation for decorative coatings as the country continues on a rapid growth trajectory.

NPMSC rolls out a plans to expand its distribution channel, and build brand awareness in the medium-to-long term. Pre- and after-sales support for customers also be enhanced. The plans are in the pipeline to evaluate and subsequently expand its offerings, to sectors such as the auto refinish coatings segment.

It will have a minor impact on the consolidated results of NPHD.

【Outline of NPMSC】

Company name: Nippon Paint (Myanmar) Service Co., Ltd.
Established: January 20, 2017
Head office: Yangon, Myanmar
Main business: Sales of decorative paints

For further information of Nippon Paint (Myanmar), please visit
www.nipponpaintmyanmar.com