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25th
ANNIVERSARY
1993-2018

CORPORATE PROFILE

MESSAGE FROM CHAIRMAN

Incorporated in 1993, Max Myanmar Group has become an organization of growth – for our people, our stakeholders, and the economy. Today, we have made considerable progress and developed into a multi-disciplinary company with proven track record in the various fields of work it has undertaken, based on the integrity of our people and our years of experience. We care about and we are personally committed to everything we do, especially our people and their safety and development, our customers and their success, and the world we inhabit, in particular the people and environment in the communities where we live and work.

Due to the nature of the diversified scopes of works carried out by the Max Myanmar Group, our results-oriented workforce includes talented and experienced professionals who thrive in a dynamic work environment that brings many challenges, and also great rewards. Our employees take pride in “getting the job done right”. Our commitment to international standards of transparency and responsibility is underlined by our policies and practices supporting human rights, land rights and good corporate governance.

While focusing on an improvement in business performance, we are also taking good care of our staff and organization for better changes. Our employees are the core foundation of long-term success of our Max Myanmar Group. We have published our group HR policies on transparency and responsibility, which provide principles, guidelines, and practices on policies relating to our human resources development and management in line with international standard. Additionally, we also enforce our contractors, subcontractors and partners to follow child labor policy and anti-corruption policy. It is indeed a great honor for us to be one of the business groups with a dedicated human right policy, anti-land grabbing policy and anti-corruption policy in Myanmar. We promise that we will make every effort to create a responsible business with the policies we implemented.

Looking into the future, our strategy is to look for better ways of doing business, achieving leadership in our markets through meeting or exceeding the expectations of our employees, customers and communities. From internal business processes to customer service and community relations, our proactive approach is a critical factor toward ensuring growth for everyone.

Sincerely

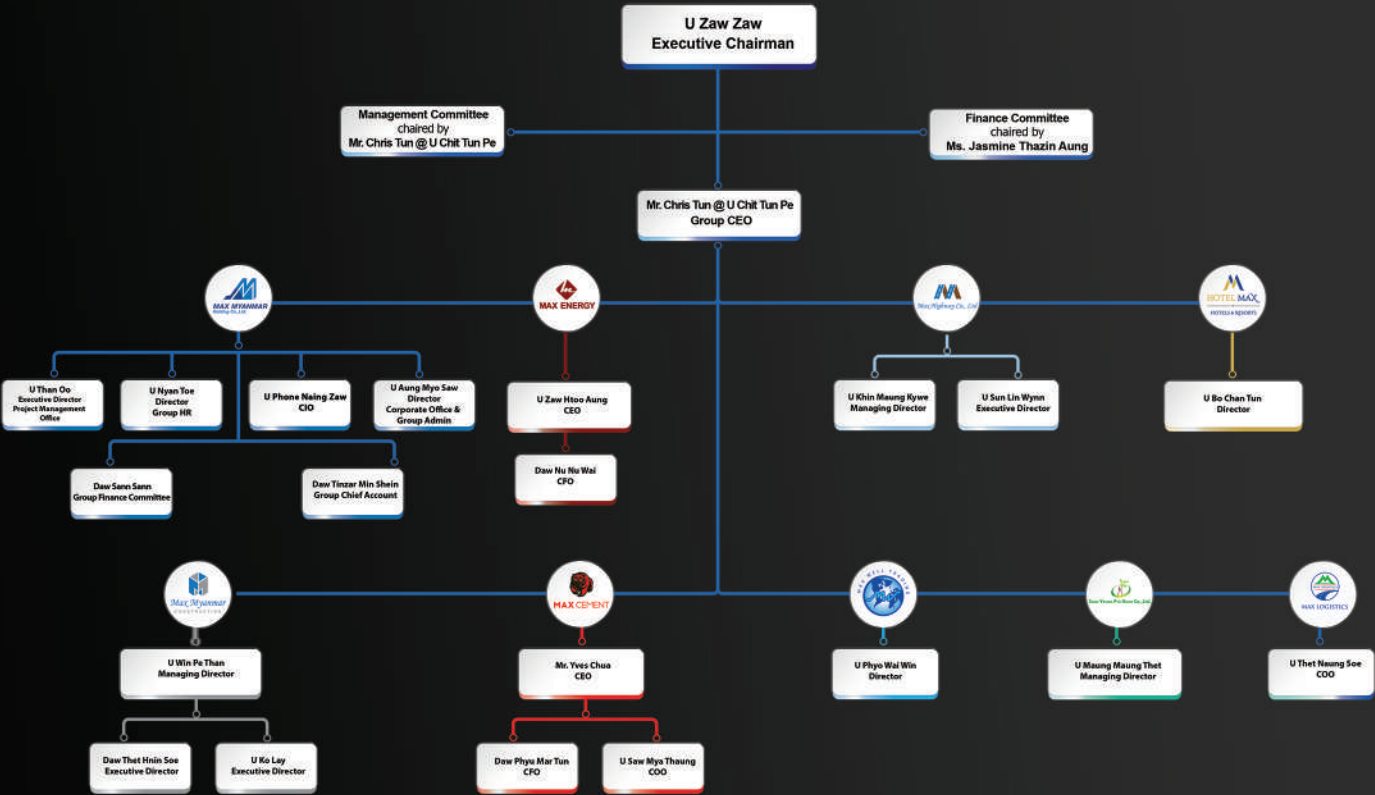


Zaw Zaw

**Diverse in Expertise;
United in Vision**

**Leading the Present;
Leading the Future**

TOP MANAGEMENT TEAM



STAKEHOLDER'S MAPPING



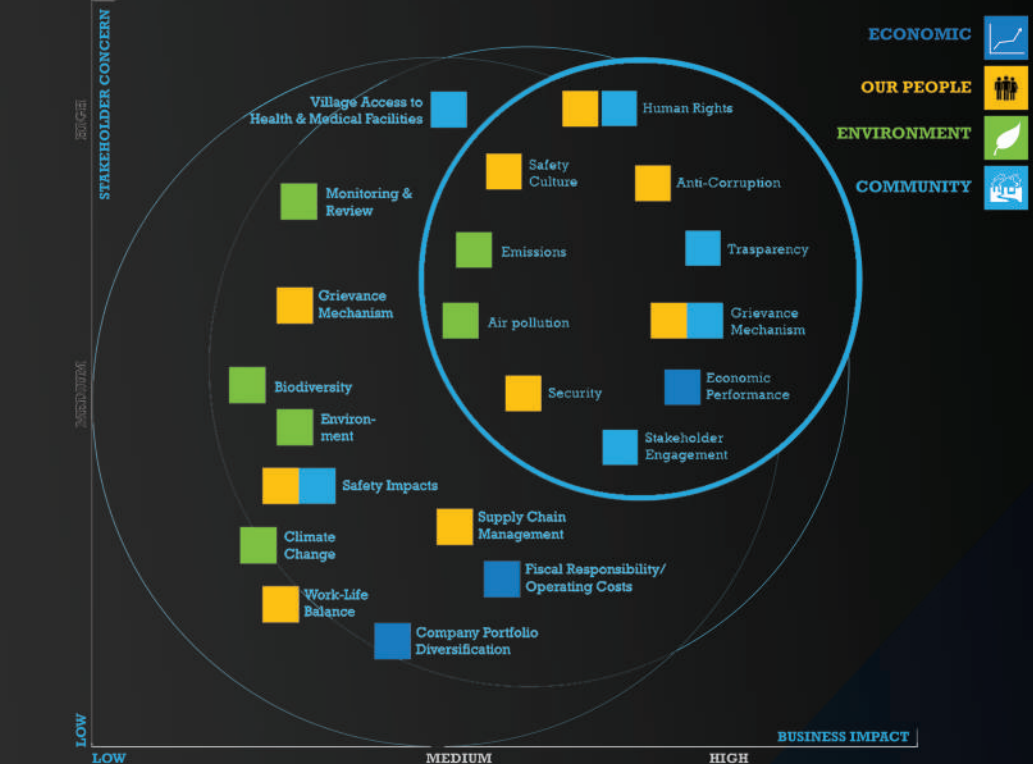
One Max Stakeholder Satisfaction
Supplier Engagement
Employee Satisfaction
Shareholder Satisfaction
Customer Satisfaction

We operate based on Max standards and values in all businesses
We are considered one of the leading companies in Myanmar by local and international stakeholders
Our suppliers look to us as the preferred partner, helping us to innovate and improve business
We are the preferred company of choice for university graduates, we enable our employees to grow and develop
We deliver on shareholder expectations of economic performance and good governance
We exceed customer expectations on value, service and have a reputation which matches our performance

CORPORATE STRUCTURE



SUBSTAINABILITY MATRIX



OUR MISSION

As growth agents, we spearhead improvements in the lives of our people. Our diverse portfolio of businesses gives us many opportunities to deliver satisfaction, success, safety, and prosperity, while remaining respectful of the environment and the world we live in.

OUR VISION

We aspire to be a leading institution in Myanmar that drives growth for our stakeholders, and the country as a whole.

OUR VALUES

As leaders, we strive for excellence in all aspects. Our thinking and behavior are driven by innovation, efficiency, transparency and accountability.

OUR MILESTONES



ABOUT US

Max Myanmar Group is one of Myanmar's premier conglomerates, with a reputation for quality excellence, entrepreneurship, innovative drive and inspiring leadership.

With a clear vision, strong organization and effective decision-making, the Group is able to move fast and effectively; building and creating value successfully.

At the head of the organization is Chairman U Zaw Zaw, well-known for his business acumen and passion for developing the Group's most valuable asset – our people.

Support for accelerated growth

The requirements of an emerging economy are many. And strong local partners are needed to move things forward. One such is Max Logistics Co., Ltd., newly-created to support the Group's expansion and the country's demand for transportation and logistics.

Max Logistics provides on-time, on-target solutions for freight transportation, warehousing and distribution, and supply chain management. Its staff are well-trained and committed to delivering beyond expectations to serve its customers well.

Max Singapore Holdings Pte., Ltd. was established in Singapore in 2012 and focuses on exploring investment opportunities in Singapore and Myanmar.

The early days

Originally established as Max Myanmar Co., Ltd. in 1993, the company started operations as an importer of vehicles from Japan. Through an accelerated growth strategy, it expanded and diversified into the fields of manufacturing, construction, mechanical engineering, transportation and logistics, energy, hotel and tourism, agriculture, and financial services.

Strength in diversity

Our Group now comprises the following business units, each with its own management team and independent operations:

1. Max Energy Co., Ltd.
2. Max Hotels Group
3. Max Myanmar Construction Co., Ltd.
4. Max Highway Co., Ltd.
5. Max Myanmar Manufacturing Co., Ltd.
6. Max Well Trading Co., Ltd.
7. Shwe Yaung Pya Agro Co., Ltd.
8. Max Logistics Co., Ltd.

AWARDS



CAPITAL FINANCE INTERNATIONAL (CFI)
BEST ESG TRANSPARENCY MYANMAR
(2015)



CAPITAL FINANCE INTERNATIONAL (CFI)
BEST ESG TRANSPARENCY MYANMAR
(2016)



WORLD FINANCE (ENTRY TO WF100)
(2016)

OUR COMPANIES



CORPORATE OBJECTIVES



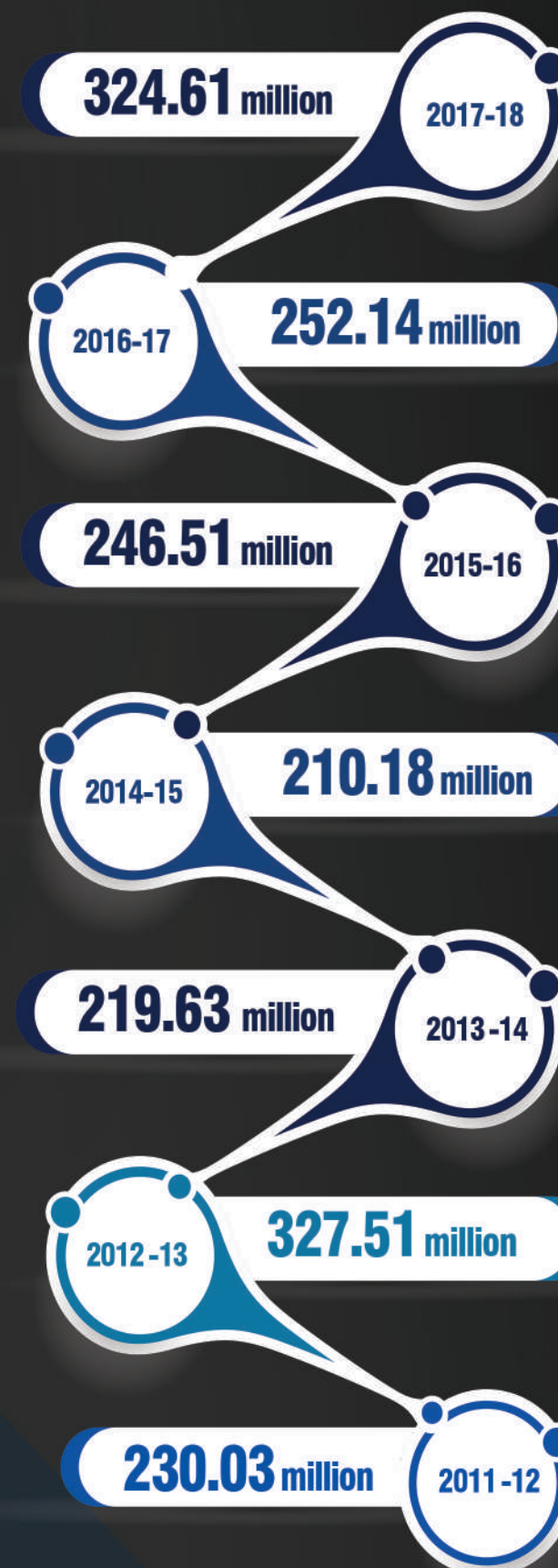
OUR PEOPLE



KEY INDICATORS

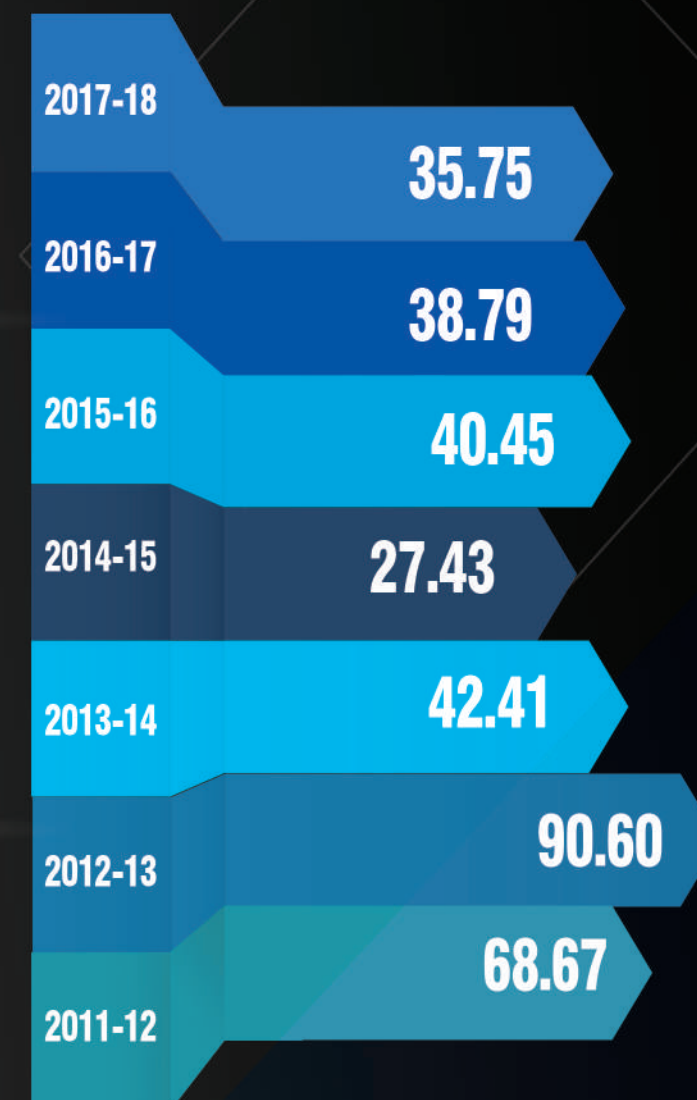
CONSOLIDATED REVENUE

(US\$ MILLION)



EBITDA

(US\$ MILLION)





MAX ENERGY

FUELLING MYANMAR'S PROGRESS

Max Energy was established in June 2010 after the formal approval of the National Privatization Commission for the private distribution of diesel and petroleum products in Myanmar.

The role of Max Energy is to fulfill the energy requirements of motor vehicles, support the growth of inland transportation, and achieve customer satisfaction. In short, to enhance the growing economy of our country.

Max Energy started operations with twelve filling stations. Today, there are over 40 filling stations operated by its team of over 1,000 employees, to provide high-quality fuel products throughout the country.

Max Energy Services

Max Energy is noted for its

- ◆ Safety-first Approach
- ◆ Well-trained Staff
- ◆ Excellent Customer Service
- ◆ Favorable Locations
- ◆ Cleanliness
- ◆ 24/7 Operation
- ◆ Range of Products
- ◆ Convenience Stores
- ◆ Corporate Credit Sales Service

Thilawa Oil Depot Terminal

Initiated in 2013 and commissioned in January 2017, this terminal is located in Thilawa Special Economic Zone (SEZ), situated on 24.71 acres. It has a Total Storage Capacity of 35,000 tons and handles the storage of 4 types of fuels: 92 RON, 95 RON, Premium Diesel and High Speed Diesel. It has a total storage capacity of 38,765 MT in current operation and additional 47,820 MT in future.

TANK CONSTRUCTION

Designed and built in line with stringent international guidelines, the tank is a standard bearer for safety and build quality.

- ◆ API 650 Standard (American Petroleum Institute)
- ◆ IFR Type (Internal Floating Roof)
- ◆ Dome Roof Type

The Truck Loading Bay has 18 loading arms, each designed for a flow rate of 40m³/H.

The storage tanks are fitted with protection systems against lightning, fire and overflow. And the Operation Control System ensures that correct levels are maintained at all times.

Thilawa Oil Depot Terminal is currently operated by Max Services Co., Ltd., a management services company.

MARKET PRESENCE:
OVER 40 SERVICE STATIONS, SCALING UP TO 100 BY END-2018

AWARDED

ISO 9001 : 2015

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FACILITIES CONTINUE TO BE ENHANCED, INCLUDING A NEW JETTY AT THILAWA, FOR THE CHARGE AND DISCHARGE OF CARGO.



MAX HOTELS

RELAX. REPLENISH. RETURN.

Max Hotels Group was established in 2002 to cater to the growing demand for high-quality accommodation for the business and leisure travel sector. The group has Hotel Max (Nay Pyi Taw) under its own management while two other hotels are managed by ACCOR: MGallery by Sofitel (Nay Pyi Taw) and Novotel Yangon Max (Yangon).

Hotel Max (Nay Pyi Taw)

Hotel Max (Nay Pyi Taw) is operated by Max Hotels Group in the administrative heart of Myanmar. Conveniently located in the capital, mere minutes away from Myanmar International Convention Centre (MICC), the hotel is set on acres of well-tended gardens. With stylishly appointed spaces and all the facilities a business traveller expects – and needs – in a busy schedule, Hotel Max (Nay Pyi Taw) has 90 spacious guest rooms in which to enjoy a restful stay.

MGallery by Sofitel (Nay Pyi Taw)

The exquisite décor of this establishment was designed to immerse our guests in the beauty of our heritage and craftsmanship. Magnificent bells welcome guests to the grounds, while the hotel lobby, inspired by the historic Nagayon Pagoda and its gilded decoration herald a stay that will be truly memorable. An experience capped by no less than the culinary delights of Primo, which won accolades at the World Luxury Restaurants Awards in 2016 and 2017.

Novotel Yangon Max

Novotel Yangon Max is a top-tier hotel that is located on Pyay Road, midway between Yangon International Airport and the

city centre. It is close to the famous Shwedagon Pagoda, most embassies, Yangon University and the scenic Inya Lake, adding to the city lifestyle options of business executives.

Among its many attractive features is its grand ballroom, which makes the hotel a first-choice venue for events such as conferences, product launches and celebrations. Indeed, in recognition of its capabilities and service excellence in hosting large meetings and conferences, Novotel Yangon Max has received the “ASEAN MICE Venue Standard Awards 2018 – 2020”.

Novotel Yangon Max offers a range of fine specialist restaurants serving French, Cantonese, Japanese and International cuisines. Guests can unwind at a variety of outlets – lobby lounge bar, sports bar, rooftop pool bar and a ktv lounge.

Offices and Retail at Novotel Yangon Max

Novotel Yangon Max is a modern complex of two towers of 14 stories, linked by a podium. Located on Pyay Road, between Yangon International Airport and downtown Yangon, it is an ideal location for Offices and Retail. Our office tenants are in business sectors ranging from banking to consultancy, energy to healthcare to education.

For the convenience and comfort of our inhouse and external guests, there is a mix of retail outlets including high-end shops such as watch and jewellery boutiques, bespoke tailor, spa and beauty salon. Facilities include a fitness centre, tennis courts and a rooftop swimming pool.

AWARDED
ASEAN MICE Venue Standard 2018 - 2020
Primo @ M Gallery by Sofitel



MAX MYANMAR CONSTRUCTION





BUILDING A NEW MYANMAR

Incorporated in 1997, Max Myanmar Construction Co., Ltd. has successfully built different types of construction projects such as Port Extension Project (Earthworks), Dams and Reservoirs, Commercial and Residential Development Projects, High-rise Building, Infrastructures, Factories, Residential, Educational, Social, Health, Recreational, Office Buildings and Hotels. Max Myanmar Construction Co., Ltd. operates locally with experience and skillfull permanent and contract-based employees.

Notable projects

After a 44-year hiatus, Myanmar once again was host to the SEA Games, in 2013. And Max Myanmar Construction proudly participated in the construction of three sports centres for the event. It also completed football academies in Yangon, Mandalay and Patheingyi, each accommodating 140 trainees.

Max Myanmar Construction undertook to build four reservoir dams in central Myanmar:

-  Tone Sae Dam at Tone Sae City
-  Ma Mya Dam at Myan Aung City
-  Con Chaung Dam at Kyan Khin City
-  Ka Tin Bee Linn Dam at Minn Hla City

It implemented the infrastructure and road pavement extension project in Nay Pyi Taw. And undertook earthwork including re-excavation in Pan Hlaing River and Kyee Ni Kan.

Recently completed construction projects are Thilawa Oil Depot Terminal and a new cement plant for Max Cement. Thilawa facilities continue to expand, with a new jetty under way for the charge and discharge of cargo.

Max Myanmar Construction was involved in the construction of Novotel Yangon Max, a five-star international hotel in Yangon, and MGallery by Sofitel, a five-star luxury hotel in Nay Pyi Taw. Its latest development is Nanattaw, a new residential and office project in the booming Kamaryut Township in Yangon.

In numerous renovation and extension projects, the most notable was to re-strengthen and preserve the impressive ROWE Building, built in 1910, which went on to receive the Heritage Blue Plaque as a mark of historical significance.

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MAX CEMENT

MAX MYANMAR MANUFACTURING

PRODUCING QUALITY MATERIALS

Max Myanmar Manufacturing Co., Ltd. is one of the private cement manufacturers in Myanmar.

Its product is Max Cement which is commercially available in Yangon, Mandalay and Nay Pyi Taw. Its tagline "Let's Build Together!" is a wholehearted commitment to developing the country.

In 2014-15, when the government promoted large-scale infrastructure projects, there was a boom in the construction sector, which drove a substantial growth in demand for building materials.

The combined output of government and private cement factories is only half of the demand. To help meet the country's requirements, Max Myanmar Manufacturing is ramping up the upgrade of its cement plants.

More than a capacity upgrade

With the strategic restructuring program, the cement plant at Taung Philar with an existing capacity of 500 TPD (Wet Process) has been upgraded to the more energy-efficient and productive 2100 TPD (Dry Process) cement plant.

Mindful of its responsibility for sustainable development, Max Myanmar Manufacturing constantly monitors the environmental and community impacts of its quarrying and cement operations. In the upgrade of its cement plants to enhance cement production, Max Myanmar Manufacturing actively engages with reliable and effective contractors, and suppliers to apply contemporary practices.

AWARDED
ISO 9001 : 2015





MAX HIGHWAY

ENSURING SMOOTH JOURNEYS

Max Highway Co., Ltd. is a subsidiary of Max Myanmar Group Of Companies and started operations in 2008 in Myanmar. Its vision is to build, maintain and operate standard quality roads that are vital to the nation's development. Max Highway utilizes resources in the most efficient, effective and professional way to develop safe and convenient transport routes.

The way forward

Its work in road construction entails raising the level of roads, widening them and extending the length of roads to connect more places. By establishing a wider and more efficient road

network, linking rural areas with urban, and small towns with cities, Max Highway is helping to open up the country to commerce and development, and enabling exchange of expertise and ideas. Max Highway also collects toll gate fees under the B.O.T system and tender system. It is planning a cashless payment system for greater motoring convenience and a smoother flow of traffic.

Notable networks managed by Max Highway are Yangon-Bago and Yangon-Hlegu-Pyay-Magway which connects the mid-west delta, one of the most promising regions in the country. And with its presence, Max Highway is able to support job creation for local residents, furthering its contribution to the nation's socio-economic development.

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MAX WELL TRADING

COMING THROUGH WITH VITAL DELIVERIES

Max Well Trading Co., Ltd. is registered and operates in Myanmar. It facilitates trading requirements for the Group, providing import and export services for in-house and external clients.

The company started out as a retailer of heavy equipment such as excavators, bulldozers, road rollers. Over the years, it has accumulated capabilities and expertise in moving construction materials, heavy machinery and equipment for mega construction projects.

Distribution

In 2014, Max Well Trading became the authorized distributor of Hokuetsu Industries' Airman Generators. With an experienced technical team, Max Well Trading has become one of the key distributors in the high-end generator market.

Supporting SMEs

Recognising that SMEs are the engine of an economy, Max Well Trading leverages on its distribution expertise to bring mid-range generators to market. Should an SME face financial challenges when it comes to an outlay such as that of a generator, Max Well Trading collaborates with AYA Bank to offer hire purchase services. With a steady and dependable supply of power, SME businesses can operate at optimal capacity.





SHWE YAUNG PYA AGRO Co.,Ltd.

SHWE YAUNG PYA AGRO

WORKING THE LAND, PROTECTING THE ENVIRONMENT

Shwe Yaung Pya Agro Co., Ltd. was established in 2005, operating a Rubber Plantation in Belin Myanmar. It has over 600 employees and 5,000 acres, of which two-thirds are cultivated, and the remainder set aside for community use.

The company focuses on rubber plantation and related downstream business while creating new opportunities for the local community and conserving the natural environment.

While conditions in the rubber market have been challenging, we have created conditions for stable and dependable sources of income for our employees.

We also support small local rubber plantations and the Industrial Crops Department in accessing advanced knowledge in rubber plantation management, in order to have productivity gains.

Towards peace and prosperity

Shwe Yaung Pya Agro supports and facilitates the peace-building process involving the local populace and multiple stakeholders. Providing employment and the conditions for social and economic development, Shwe Yaung Pya Agro hopes to elevate the standard of living of the community.

IN THE PIPELINE IS THE CONSTRUCTION OF A TECHNICALLY SPECIFIED RUBBER (TSR) FACTORY AT SHWE YAUNG PYA TO MANUFACTURE QUALITY RUBBER PRODUCTS.

ACRES UNDER STEWARDSHIP: 5,000 ACRES
2/3 UNDER RUBBER CULTIVATION; 1/3 FOR COMMUNITY USE

AWARDED

ISO 9001 : 2015

A MEMBER OF UNITED NATIONS GLOBAL COMPACT





MAX LOGISTICS



MAX LOGISTICS

ENSURING SMOOTH JOURNEYS

Max Logistics Co., Ltd., a new subsidiary of Max Myanmar opened its office on 21st September 2017 at Number 3 Trunk Road, Mingalardon Township, Yangon.

Myanmar is developing rapidly, the demands on transportation and logistics are higher than ever. Max Logistics gives exact delivery into every corner of the customers' operation and business.

Max Logistics trains the staff and maintains the vehicle to hit the quality and quantity of performance. Max Logistics provides on-time, on-target solutions for freight transportation, warehousing and distribution and supply chain management. Its staff are well-trained and committed to delivering beyond expectations to serve its customers well.

By offering professional services via responsible business practices, Max Logistics is aiming to be one of the best transportation agencies with one-stop comprehensive logistics value chain to provide express delivery with efficient freight transportation.



CORPORATE SOCIAL RESPONSIBILITY



Human Resources

Supporting and creating a workplace that represents the diversity of the population it serves, and to foster a work environment that recognizes respect and accommodates the “diversity of individuals”.

Promoting equality and diversity through the implementation of Group HR Policies on Transparency and Responsibilities.

Encouraging a culture that actively values difference and recognizes that people from different backgrounds and experiences can bring valuable insights to the workplace and enhance the way we work.

Ethics and Compliance

Creating opportunities for success and development while maintaining discipline and demeanor in consonance to the culture and values of the Max Group.

Practicing Code of Ethical Conduct to bring about consistently high standards of behavior and internalize ethical decision-making.

Whistle-blowing policy and procedures in place to protect and support the whistle-blower to the greatest extent possible.

Corporate Governance

Focusing to align as nearly as possible the interests of individuals, corporations and society with holding the balance between the corporate governance and company goals. Establishing an effective board, which is collectively responsible for the long-term success of the company, including the definition of the corporate strategy.

Responsible Supply Chain

Improving engagement through the process of supplier engagement on important topics such as labor law, OHS, and child labor. Formalizing and continuing to integrate supplier engagement on CR performance into purchasing practices, training and development, and on-site review will help Max protect its own reputation while improving the safety of suppliers and their employees, along with environmental practices.

Environment

Protecting the environment is ingrained in the group’s corporate values and principles. Planning to adopt the ISO 14001:2004 Environmental Management System based on a solid sustainability framework in the near future in order to secure the future growth of both the corporation and the communities we operate in. Carrying out ESIA Reports for appropriate environmental management procedures.

Expanding Transparency

Shifting its corporate culture to focus more on transparency through publication of policies, reports, and related materials on its website and social media accounts.

Community Engagement

Mission of “Sharing and Contributing to the Community”, Max Myanmar is committed to the community development in areas of financial, educational, charitable, cultural, and environmental causes. Facilitating career development and create job opportunities for young people.

Health and Safety

Developing a culture of safety by making OHS part of daily work routines, particularly for those companies where it is needed most because of the type of operations.

Mapping its risks across four areas: economic, people, environment, and community, to help determine where additional gaps in practice exist.

Employees Engagement

Ensuring all our employees can benefit freedom of religion and no discrimination and getting equal working environment in align with UDHR. Awareness trainings of Human Rights and Whistle Blowing policies were conducted among employee by the management. Suggestion boxes were placed all over our business areas and in additions to providing phones numbers, suggestion emails and social media sites were publicized to all our stakeholders. Orientations and skill-development training are conducted in regular basis not only to welcome the new employee and make them aware of their rights and responsibilities. Max Myanmar provide educational stipends to support our employee’ children education and health care program for our employee and annual regular medical check-ups.

GIVING BACK FOR THE GREATER GOOD

AYEYARWADY FOUNDATION

PLANNING A WORTHY LEGACY

02

Youth Development and Sports Programme

Probably the world's most-loved sport, football inspires the young to dream big and work hard for their goals. The beautiful game builds character, promotes team spirit, and instills national pride. As such, Ayeyarwady Foundation focuses on the development of youth football, with commitment from the very top. Chairman U Zaw Zaw's passion for the game inspires players both on and off the field and, despite his demanding work schedule, always finds time to fulfill his responsibilities as Chairman of Myanmar Football Federation (MFF).

Ayeyarwady Foundation works through Myanmar Football Federation (MFF) with the Ministry of Education and the Ministry of Health & Sports, to organise basic football training in Basic Education Schools, Youth Football Competitions and Grass Roots Programmes.

These initiatives were recognized by ASEAN Football Federation with the Goodwill award being given to Chairman U Zaw Zaw in 2017.

03

Education

Ayeyarwady Foundation constructed Basic Education High Schools (B.E.H.S) for Pyay and Yekyi Townships and over ten Basic Education Primary Schools (B.E.P.S) for various townships across Myanmar. Scholarships are awarded to students with outstanding results, extending the opportunity for further studies to children of Max Group's staff and underprivileged youths.

04

Health

Ayeyarwady Foundation donates to medical funds and offers medical assistance to the needy. It is building and donating medical facilities such as Hospitals and Dispensaries, and commissioning ambulances across the country. Contributions to FIFA's 11 for Health programme introduces health through football to children of school-going age across the country. In Yangon, Yankin Children Hospital was redeveloped, equipped and furnished at a cost of US\$10 million (13b MMKs). In a city of over 5 million, the 550-bed facility provides much-needed capacity with neo-natal care, medical, surgical and emergency wards. Ayeyarwady Foundation has continued to support needy children with donations that cover food, treatment, paediatric specialist care, and building maintenance costs.

01

Disaster Management

When natural disasters strike, Ayeyarwady Foundation works with our partners to be better prepared: to respond to, and recover from. We help communities to "build back better" with innovative tools and approaches.

05

Responsible Business Practices

Ayeyarwady Foundation strongly believes that community, and environmental responsibilities and activities are integral to the sustainability of our Group. We facilitate the community development in areas of financial, educational, charitable, cultural, and environmental causes. We also actively participate in the prevention, reconstruction, and rehabilitation of the community from the impact of natural disasters.

