



MAX MYANMAR GROUP

Maximizing Myanmar Potential

Company Profile

MESSAGE FROM FOUNDER

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 our 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



MAX MYANMAR GROUP

Diverse in Business Portfolio and Expertise, United in Vision

With a clear vision, strong organization and effective decision-making, we are able to move fast effectively as well as to build and create value successfully.



Vision

We aspire to lead with integrity and responsibility, fostering sustainable growth for our stakeholders and advancing the prosperity of Myanmar.



Mission

We are committed to excellence in all that we do. Guided by transparency, accountability, efficiency, and innovation, we foster a culture of responsible leadership and continuous improvement.



Values

We are dedicated to enhancing the well-being of our people through diverse business opportunities that promote success, safety, and shared prosperity. Guided by integrity, we uphold the principles of anti-corruption, respect for human rights, good governance, and environmental responsibility in all our operations.



DIVERSE BUSINESSES

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 Founder U Zaw Zaw, well-known for his business acumen and passion for developing the Group's most valuable asset – our people.

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 and agriculture.

Strength in diversity

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



1993

COMING THROUGH
WITH VITAL DELIVERIES



1996

BUILDING A NEW VALUE



2002

RELAX. REPLENISH.
RETURN



2005

WORKING THE LAND,
PROTECTING
THE ENVIRONMENT

Support for accelerated growth

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

ONE **MAX** TEAM



2008

ENSURING SMOOTH
JOURNEYS

2010

EXCELLENCE. QUALITY.
TRUST

2010

BUILT WITH QUALITY

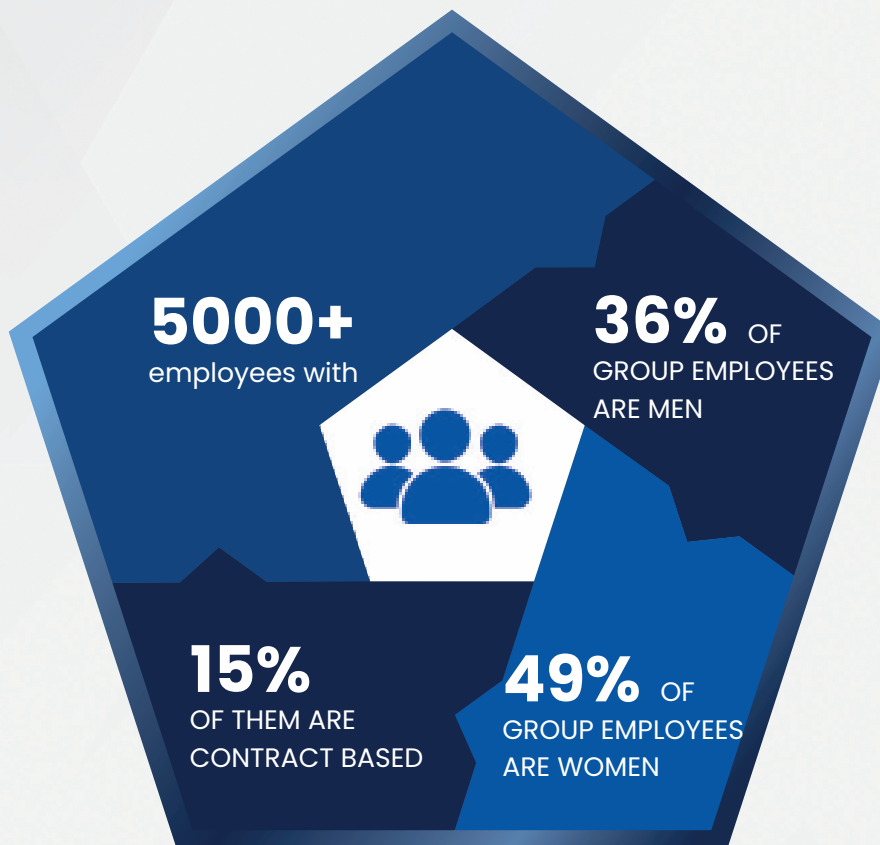
2017

POSSIBILITY IN EVERY
DIRECTION

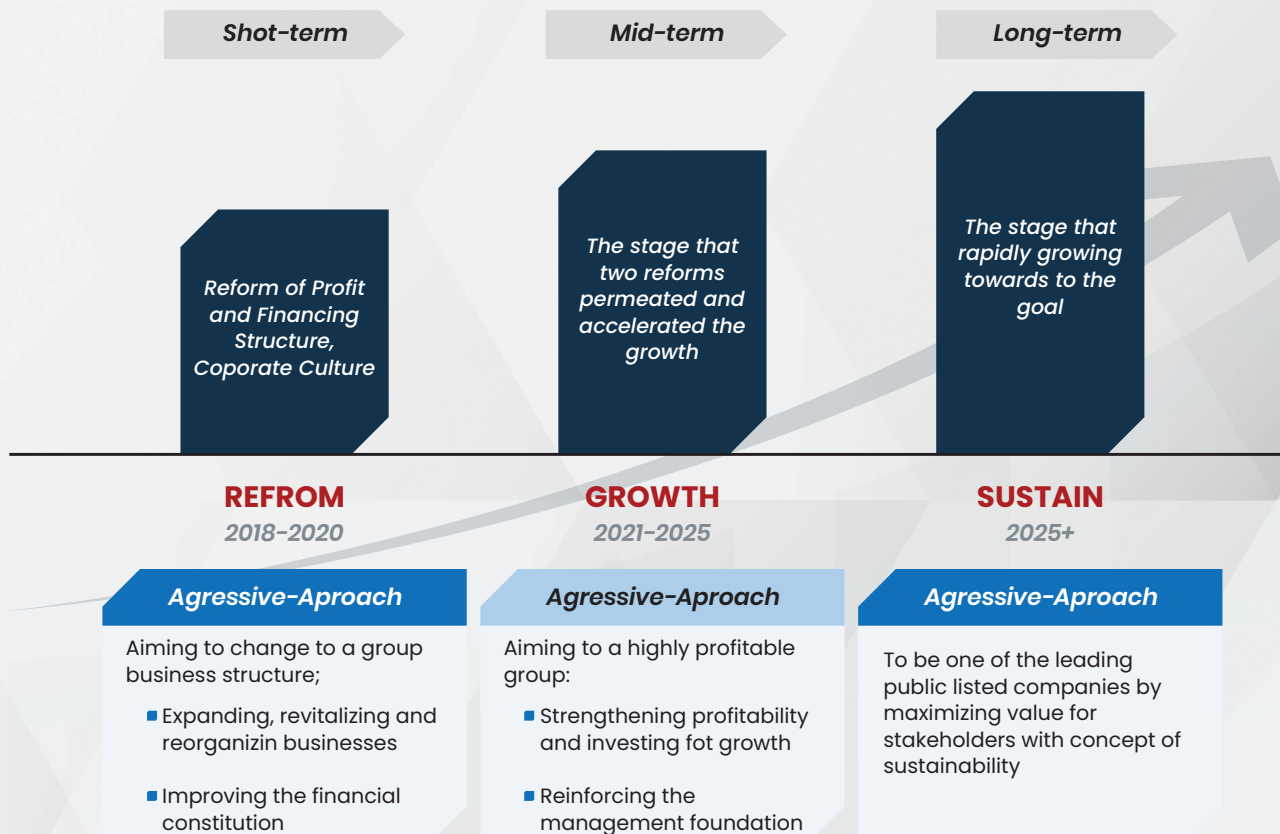
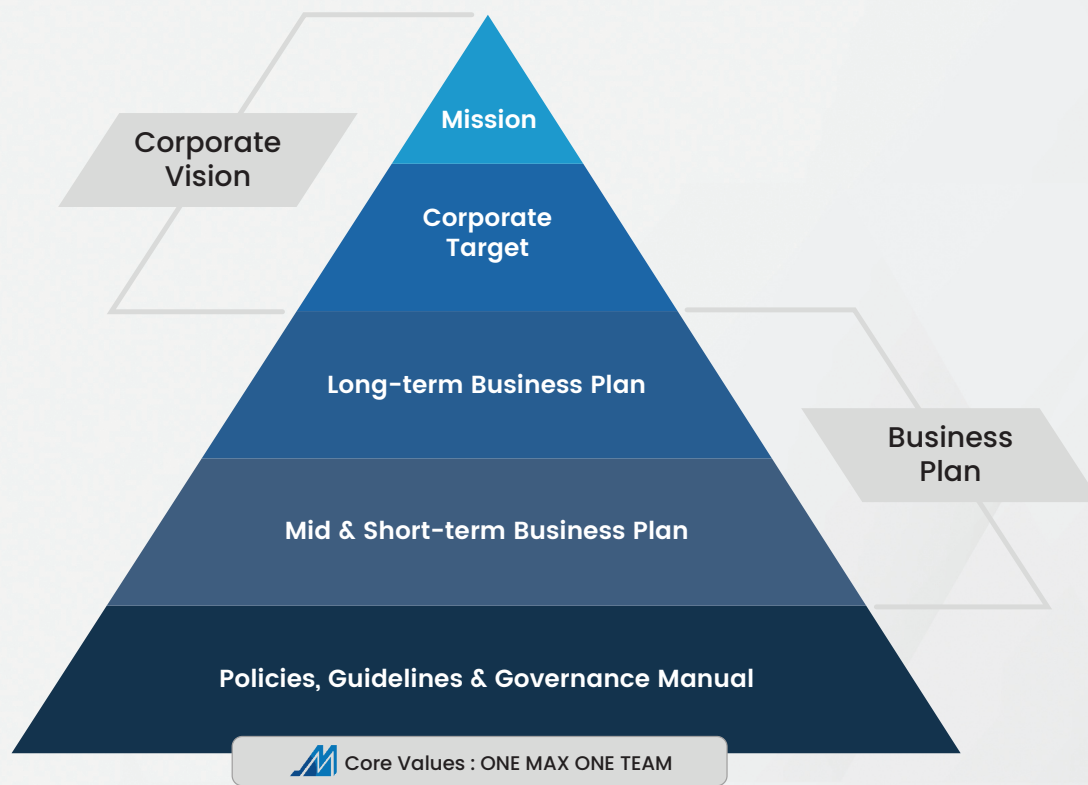
CORPORATE OBJECTIVES



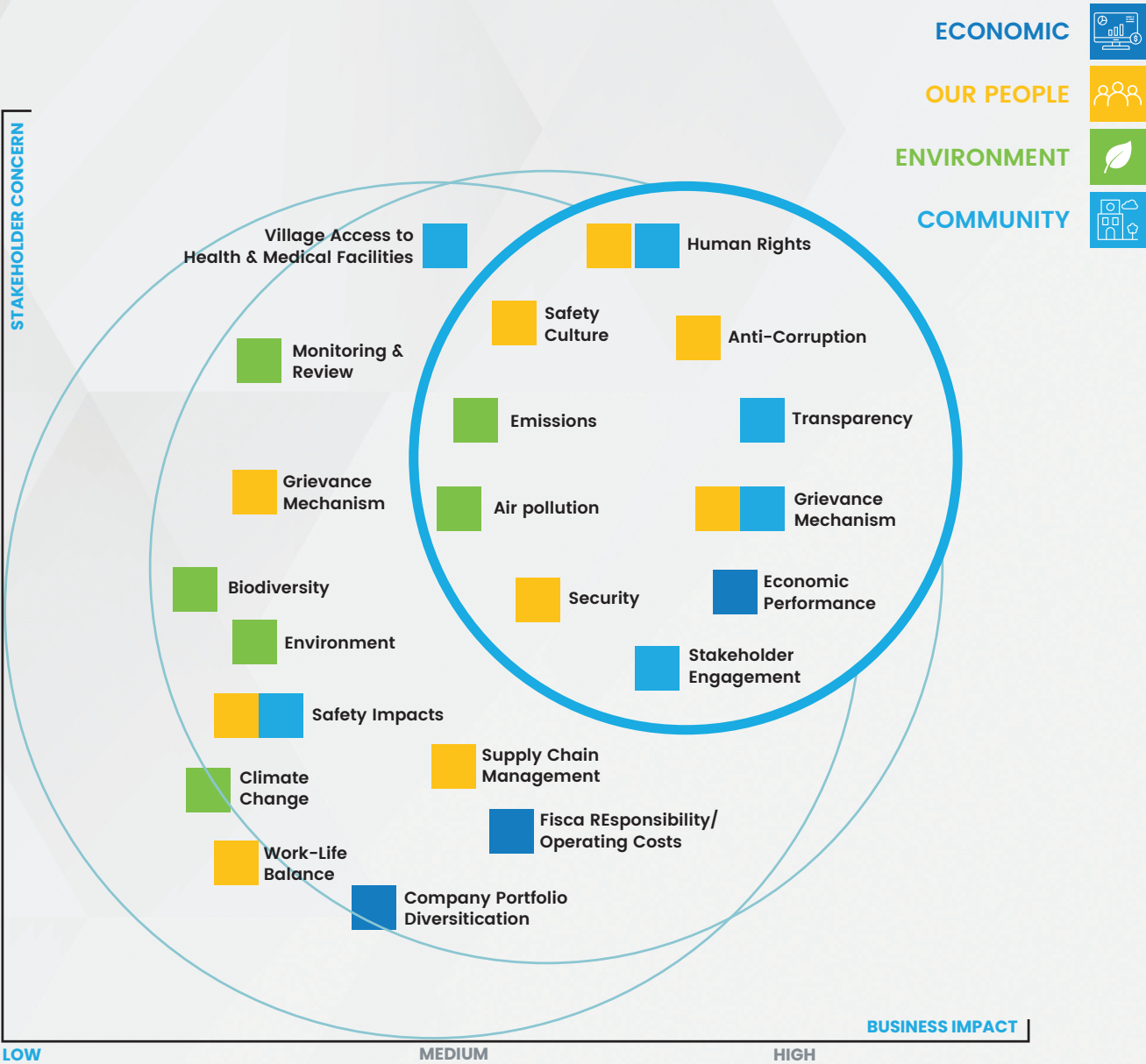
OUR PEOPLE



STRATEGIC ROADMAP



MAX'S SUSTAINABLE CULTURE



AWARDS & RECOGNITION



Best ESG Transparent
2015 Awards
by CFI.co



Best ESG Transparent 2016
Awards
by CFI.co



Best Sustainability 2020
Awards
by CFI.co



World Finance 100 (2016)
Award
by "World Finance"



Presidential Award for
Excellent Performance



ISO 9001:2008 – Quality
Management Certificate



Best Sustainability Strategy
Myanmar 2020
by International Business
Magazine



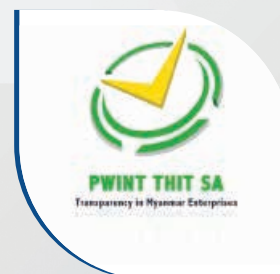
Best ESG Transparent
Myanmar 2020
by International Business
Magazine



Member of United Nation
Global Compact



Member of EDGE



Ranked 3rd in 2014, Ranked 2nd in 2015,
Ranked 5th in 2018, Ranked 3rd in 2019,
Ranked 6th in 2020, Ranked 4th in 2022,
Ranked 6th in 2024



MAX ENERGY

EXCELLENCE. QUALITY. TRUST.

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 12 filling stations. Today, there are over 80 filling stations operated by its team of over 2,000 employees, to provide high-quality fuel products throughout the country.



2000+
Workforce



80+
Filling Stations



WE SUPPORT



005

Certificate Number TH14/8118





Max Energy Services

Max Energy is noted for its

- Safety-first Approach
- Well-trained Staff
- Excellent Customer Service
- Favorable Locations
- Cleanliness
- Range of Products
- Convenience Stores
- Corporate Credit Sales Service
- Max Energy Rewards Loyalty Program

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 Diesel.





MAX CEMENT

BUILT WITH QUALITY.

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.





ENSURING SMOOTH JOURNEYS

Max Highway Co., Ltd. is a subsidiary of Max Myanmar Group 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.



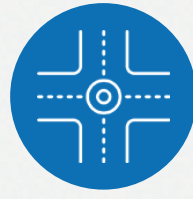
ISO 9001:2008
Quality Management System





1000+

Workforce



27

Highway Networks

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.



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).



770+
Employees



3
Hotels



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

Located on Pyay Road between Yangon International Airport and downtown Yangon, Novotel Yangon Max is a leading hospitality and mixed-use destination. The property features a five-star hotel, award-winning MICE facilities, diverse dining experiences, premium office spaces, and retail outlets, making it a preferred choice for business, events, and lifestyle needs in Yangon.



BUILDING A NEW VALUE

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.



500+
Completed Projects



550+
Workforce



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 Well Trading Co.,Ltd.

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.

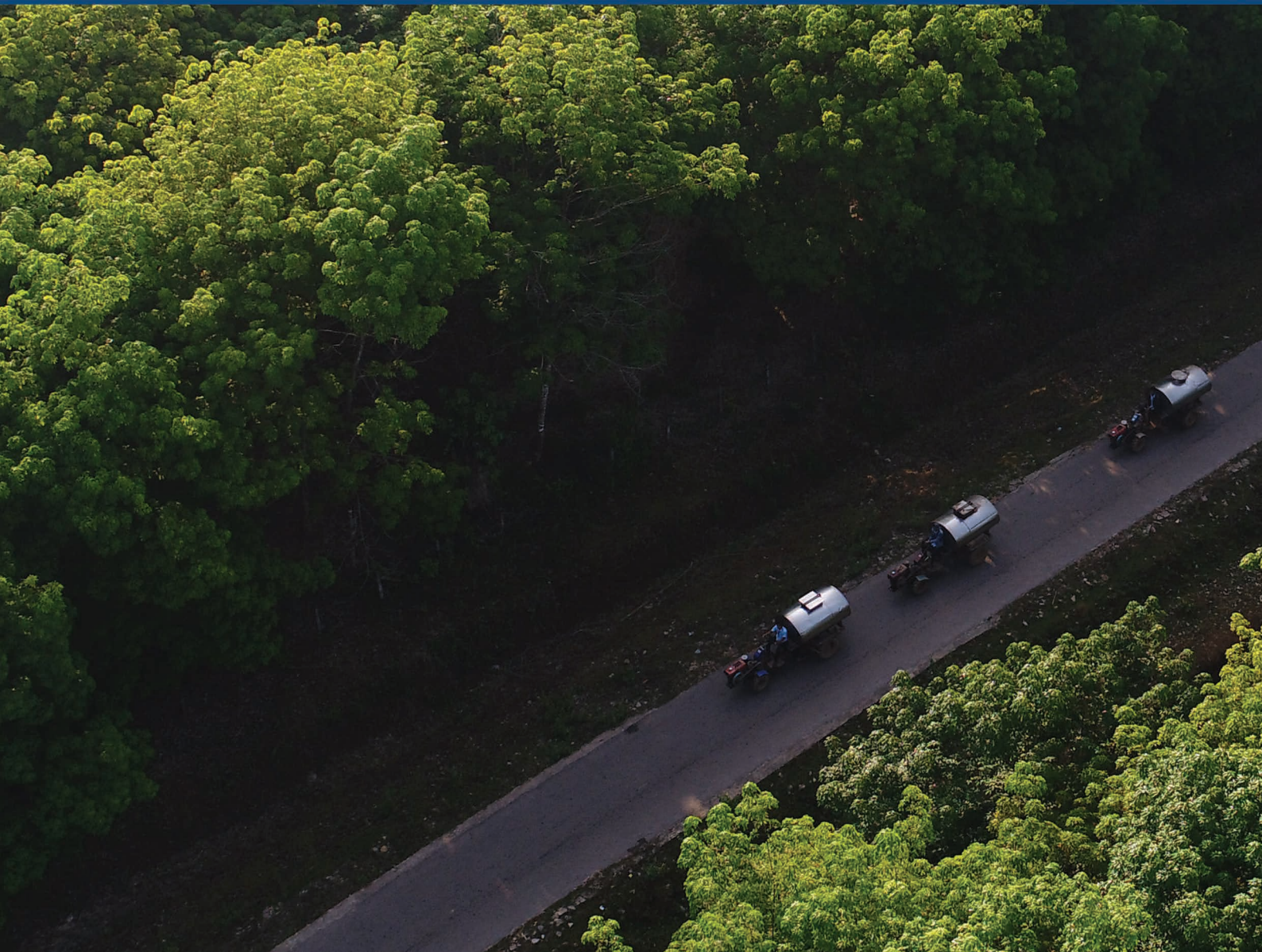
Supporting SMEs

Recognizing 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.



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.





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

GIVING BACK FOR THE GREATER GOOD

Guided by our commitment to “Sharing with and Contributing to our Community,” Max Myanmar actively supports community development, disaster preparedness, response, reconstruction, and rehabilitation initiatives across Myanmar. We engage with local communities, authorities, healthcare institutions, and civic organizations to promote cooperation and contribute to the well-being of society. As a responsible employer, we create employment and career development opportunities, support the younger generation, and promote workplace health and safety through training and robust operational standards.

Environmental stewardship is also central to our values, reflected in our efforts to reduce our environmental footprint through energy efficiency, recycling, reforestation, and other sustainable practices. Through responsible business conduct and meaningful social initiatives, Max Myanmar continues to contribute to a more resilient, inclusive, and sustainable future for Myanmar.



PLANNING A WORTHY LEGACY

Youth Development and Sports Program

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 so essential to a nation's development. As such, Ayeyarwady Foundation focuses on the development of youth football, with commitment from the very top. 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 Founder 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 organize basic football training in Basic Education Schools, Youth Football Competitions and Grass Roots Programs. These initiatives were recognized by ASEAN Football Federation with the Goodwill award being given to Founder U Zaw Zaw in 2017.

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.

Ayeyarwady Foundation has continued to support needy children with donations that cover food, treatment, specialist care, and building maintenance costs.

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 staff and underprivileged youths.

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.

Responsible Business Practices Program

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.



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