

PRESS RELEASE

Premium Distribution and Trust Venture Partners announce investment in UniVege

PD and TVP jointly invest in Yangon's growing lifestyle food market

Yangon, Myanmar, July 20, 2018: Premium Distribution, one of Myanmar's largest wholesalers, and leading financial advisor Trust Venture Partners (TVP) are pleased to announce a newly formed joint venture which will fully acquire the business of hydroponic plant grower Provide Advanced Technology (PAT). Just outside of Yangon, the food tech startup set up by Japanese entrepreneurs grows organic salad and vegetables. For the retail distribution, PAT partners with City Mart. In all 5 Marketplaces and 10 additional City Marts its salads are being sold under the brand name 'UniVege' for around 2,000 – 3,000 Kyats per piece.

The product range comprises of various appetizing salad combinations including Japanese/Korean/Greek or Today's Best Mix. PAT puts emphasis on offering clean salads in a consistent appearance, a reliability that conventional salads in Myanmar cannot offer.

With this innovative product, UniVege captures a new growing market demand for organically grown vegetables. It arises from growing concerns over unregulated chemical use, as regularly featured by the Myanmar mass media.

Locally grown, organic vegetables can be consumed within one day from harvesting, while their transport causes a fraction of the carbon footprint of imported products.

Beyond offering a new vegetable quality dimension, UniVege also takes on a societal responsibility to promote healthy and sustainably grown foods. Activities range from explaining the salad growing process to school kids and families at their factory to empowering women to integrate prepared healthy foods into their cuisine, so they can gain more control over their time.

Premium Distribution is a leading distribution company in Myanmar specializing in retail, food service and non-food products. Started in 2003, Premium Distribution was founded on the vision of serving the local community by bringing international quality products into the country.

Trust Venture Partners (TVP) is established in Yangon since 2016 as a local financial advisory firm, consulting both local and international companies across all industries on Finance, Accounting, Investment, Research, Market Entry, as well as HR and Sales Marketing in Myanmar.