



HAW PAR HEALTHCARE LIMITED

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Media Release

Official Launch of Tiger Balm in Myanmar

Myanmar, 16 September 2012 – Tiger Balm, the world’s leading topical analgesic remedy, has returned “home” to Myanmar — where it originally began some 100 years ago.

Tiger Balm is owned by Haw Par Corporation Limited. Listed on the Singapore Exchange since 1969, Haw Par is a company with strategic investments, investment properties, and two core operating businesses, Healthcare and Leisure that promote healthy lifestyles through our healthcare products and oceanariums. Haw Par is also closely associated with the United Overseas Bank Group. United Overseas Bank has been operating a Representative Office in Yangon since 1994, while another member of the family, UOL Group owns the PARKROYAL@Yangon Hotel.

Tiger Balm traces its illustrious history to Yangon, Myanmar. In the 1870s, Aw Chu Kin, the young son of an imperial court herbalist left China for Yangon to set up his own medical practice and apothecary shop called Eng Aun Tong, or the Hall of Everlasting Peace. In 1908, Aw Chu Kin passed away and his two sons – Aw Boon Haw and Aw Boon Par – took over the running of Eng Aun Tong. They created Tiger Balm, named after Aw Boon Haw (Haw means Tiger). From Yangon, the Aw brothers expanded the business to Singapore in 1926.

Commenting on the move to Myanmar, Mr Wee Ee Lim, President & CEO of Haw Par Corporation, said, “This launch in Myanmar represents a homecoming for Tiger Balm. This is indeed a proud moment for us and we are certain that Tiger Balm will contribute to the health and well-being of the people of Myanmar. “

Some 200 representatives from the trade and media attended the launch event in Myanmar during which they were introduced to the Tiger Balm’s range of products for the Myanmar market. In addition to their flagship products – the Tiger Balm Ointment (Red) and the Tiger Balm Ointment (White), Haw Par also launched their Tiger Balm Plasters (Warm) and Tiger Balm Plasters (Cool) – these are “Tiger

Balm that you can ‘wear’ for long-lasting relief”, as well as their Tiger Balm Liniment which is Tiger Balm in liquid form that can be easily applied over large affected areas of the body for fast, effective muscular pain relief.

At the event, Haw Par also announced the appointment of Thukha Dana as the distributor for Tiger Balm in Myanmar. Mr Thet Win Hlaing, Managing Director of Thukha Dana, said, “We are proud to be appointed by Haw Par as the local distributor for the world renown Tiger Balm brand whose unique herbal formulation for its ointment has over 100 years of proven success in over 100 countries. That Tiger Balm actually started in Myanmar filled us all with a sense of pride. We will work closely with our partners in the trade to bring the iconic Tiger Balm to every household in Myanmar. “

Further exciting news was announced this evening. Speaking at the Tiger Balm official launch event in Myanmar this evening, Mr A K Han, Executive Director of Haw Par Corporation Limited, said “Today, Tiger Balm is more than just an ointment. Its family of products has grown and expanded to include Tiger Balm medicated plasters, Tiger Balm Liniment, Tiger Balm Soft, Tiger Balm Neck & Shoulder Rub, Tiger Balm Joint Rub and others. And, in Singapore, we’ve just launched last year a sub-brand – Tiger Balm ACTIVE catering for physically health conscious people. Of course, all these products will be coming to the Myanmar market in due time which will be exciting indeed,”

Mr Han also revealed that Haw Par was talking with the Myanmar authorities to donate Tiger Balm ointment to the relief centres helping victims of the recent monsoon floods near Yangon.

The Tiger Balm range of products is manufactured at facilities that are GMP (Good Manufacturing Practice)-certified where stringent quality controls are carried out at every stage of the manufacturing process. Product approvals for Tiger Balm from regulatory authorities in countries such as Australia, Germany, Hong Kong, Japan, Sweden, the United Kingdom and the United States attest further assurance of Tiger Balm’s product quality and acceptance.

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