



友发企业(新加坡)私人有限公司
YHI CORPORATION (SINGAPORE) PTE LTD

A subsidiary of YIII International Limited

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Co. Reg. No. 200007455H

Press Release

The Yokohama Rubber Company Ltd concludes Sponsorship Agreement with English Premier League's Chelsea Football Club

FOR IMMEDIATE RELEASE – The Yokohama Rubber Co., Ltd., and the prestigious English Premier League's Chelsea Football Club have announced signing a sponsorship agreement on February 26th in London. The contract period is for five years from July 2015 and the agreement will enable the display and the wear of the YOKOHAMA logo on the official football shirt, YOKOHAMA branding at the stadium, etc., use of logo and players and coach of Chelsea FC to tyre-related various advertising and promotional materials. With this agreement, Yokohama Rubber aims to improve its brand awareness and reach out to society as it continues its expansion on a global scale as set in Phase IV of the company's medium-term management plan Grand Design 100.

Chelsea FC is a prestigious football club in the English first division (Premier League), founded in 1905 (founded 110 years ago). Its home ground is in London (home: Stamford Bridge). The Club's achievement through history has seen it crowned Champions of England 4 times. Currently in the 2014-2015 season Chelsea FC is also at the top of the Premier League and it has advanced to the knockout stages of the UEFA Champions League.

The Yokohama Rubber Co., Ltd., founded in 1917, will soon be celebrating 100 years of experience in tyre manufacturing. In addition to tyre expertise, YOKOHAMA uses its

YHI International Limited a recognized distributor of high-quality automotive and industrial products, and a trusted brand name in alloy wheels manufacturing as an Original Design Manufacturer ("ODM"). Listed on the Main board of Singapore Exchange on 3 July 2003, YHI has a wide international presence which can be seen in over 100 countries operating through its 30 subsidiaries and one associated company located in Asia Pacific, North America and Europe.

YHI has alloy wheels manufacturing plants located in Shanghai and Suzhou, China, Taoyuan in Taiwan and Malacca in Malaysia. As an integrated ODM solutions provider, it provides services from the design and development to the manufacturing, marketing and distribution of alloy wheels. YHI's portfolio of proprietary brands include Neuton Tyres for passenger and commercial vehicles, Neuton Power of Automotive and Industrial Rechargeable Batteries and Advanti Racing range of alloy wheels, a name synonymous with style and quality.

Advanti Racing is proud to be the Official Supplier to MERCEDES AMG PETRONAS Formula One Team for the 2013, 2014 and 2015 Championships. The collaboration with MERCEDES AMG PETRONAS Formula One Team affirms YHI's strategy to make YHI global and recognised brand name in the global automotive arena.



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technology for industrial, construction, marine and aerospace products as well as golf equipment.

YOKOHAMA's Grand Design 100 Management Plan was launched in 2006 and covers a 12-year period that includes their corporate centennial in 2017. The plan comprises four three-year segments, each focused on a strategic theme to maximize customer value and expand the company's global scope. YOKOHAMA are now just entering the fourth and final phase which focuses on growth of annual net sales, annual operating income and operating profit margin.



Commemorative picture at Chelsea FC home ground Stamford Bridge. (From right) Chelsea Manager Jose Mourinho, Chelsea Captain John Terry, Yokohama Rubber Chairman and CEO and Representative Director Tadanobu Nagumo and Yokohama Rubber Director and Managing Corporate Officer Hideto Katsuragawa.

YOKOHAMA Tyre is exclusively distributed by YHI Corporation (Singapore) Pte Ltd.

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Advanti® Racing Alloy Wheels, a name synonymous with style and quality, is the proprietary brand of YHI International Limited, an established distributor of automotive and industrial products and a trusted name as an original design manufacturer in alloy wheels manufacturing.

Advanti® Racing Alloy Wheels is exclusively distributed by YHI Corporation (Singapore) Pte Ltd.



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