

For immediate release

## Fuji Xerox Signs With Two Renowned Local Distributors to Expand Business in Myanmar

### Aims Future Offering of Solutions in the Booming Emerging Market

YANGON, Myanmar, May 16, 2019 – Fuji Xerox Asia Pacific Pte. Ltd. (Myanmar Branch) (hereinafter, Fuji Xerox Myanmar)—Fuji Xerox's direct business operation in the Republic of the Union of Myanmar (hereinafter, Myanmar)—has signed distributorship agreements with two renowned local companies in Myanmar; Dagon Win Win Co., Ltd (hereinafter, Dagon Win Win) and Direct Channel Distribution Co., Ltd. (hereinafter, Direct Channel Distribution). Fuji Xerox Myanmar together with Dagon Win Win and Direct Channel Distribution aims to further expand business in Myanmar, a market with high future growth potential, by cultivating new customers and expanding the sales of printing equipment, with a view to also deliver solutions as well in the future.

Dagon Win Win is a major distribution company engaged in integrated operations from import to domestic distribution, handling a wide range of products. With 12 branches in Myanmar and a solid distribution network consisting of approximately 15,000 retailers, the company enjoys a brand power that is rooted in the capital city of Nay Pyi Taw and major city of Yangon and is trusted by the people of Myanmar. Based on this distributorship agreement, Dagon Win Win will add printing equipment, related solutions and such to their lineup of products.

Direct Channel Distribution is a subsidiary of [KMD Group](#), a one-stop provider of various IT services such as IT training, system integration and consultation in Myanmar for local, Japanese and other foreign companies. Direct Channel Distribution has a vital role in the KMD group by importing ICT products and distributing as authorized distributor for international brands in Myanmar ICT market since 1997. To date the KMD group had sold only printers of the Fuji Xerox brand; however, with this distributorship agreement, Direct Channel Distribution will now be able to provide multifunction printers and other various products by Fuji Xerox to its channel network and customers.

“Since the establishment of a new administration in 2011, import regulations have been relaxed with a real gross domestic product growth rate of over six percent, making Myanmar one of the most attractive markets in the Asia-Pacific region,” said Mutsuki Tomono, president and chief executive officer of Fuji Xerox Asia Pacific Pte Ltd. “Myanmar's famous distributor Dagon Win Win has been broadly supported by locals as a strong brand company. Direct Channel Distribution under KMD group, an outstanding ICT provider in Myanmar, has a vision of providing not only hardware but to meet a wide variety ICT needs which coincides with our vision. Fuji Xerox is proud to offer products and solutions that are convenient and helpful for customers in Myanmar.”

Since its establishment as a direct business operation in Myanmar in 2013—a first for the office equipment industry—Fuji Xerox Myanmar has provided office equipment through another local sales dealer. Additionally, by providing consultation to those new dealers, Fuji Xerox Myanmar aims to cultivate new customers and provide not only equipment but also solutions to government offices, local companies and foreign-affiliated companies.

Overview of Dagon Win Win Co., Ltd.:

Managing Director	Soe Myint
Headquarters/showroom location	23-28, Aung San Stadium Eastern Wing, Upper Pansodan Street, Mingalartaungnyunt, Yangon, Myanmar
Number of employees	over 600

Overview of Direct Channel Distribution Co., Ltd.:

Managing Director	Tyn Tyn Aye
Headquarters	No 174-182, Pansodan Road (Middle Block), Kyauktada Township, Yangon, Myanmar
Number of employees	730

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