

LAUNCH OF RLF PRODUCTS AT MYANMAR

A weekend of new products hosted by Network Marketing Limited

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The Event Spectacular

On 24th and 25th September 2016 in Yangon, RLF's Country Distributor Partner **Network Marketing Limited (NML)** hosted a weekend of opportunity and new products for its 170 distributors and special guests. The weekend of hospitality, product knowledge and sales training provided a perfect backdrop for NML to introduce two new supplier partners to the Myanmar agricultural landscape.

Mr Gavin Ball, representing **RLF**, was honoured to be introduced alongside Dr Bakthan Ramasamy, the South-East Asia Regional Head of Rotam, an important international business with a specialised focus on crop protection (agrochemical) products, for the launch of both **RLF** fertiliser products and Rotam's superior range of agchem products.



Together, these two companies are excited to participate in the great future of farming in Myanmar. It was a great honour for Mr Ball to be invited to introduce **RLF** and its specialised products to some of the very best and largest distributors operating in Myanmar.

The entire weekend's event was totally spectacular as the following photo images show. They highlight the launch presentations, together with the magnificence of the event.



RLF Launch night guests.

RLF Launch

The RLF launch was very well received by the distributors who were present. Mr Ball said "that it was like a Hollywood 'Night of Nights', with some of Myanmar's highest profile singers, dancers, magicians and other entertainments interspersed throughout the launch proceedings. It is by far the most amazing launch night ever held for RLF, and we thank you sincerely for this honour".



Dr. Bakthan Ramasamy (left front), Khin Maung Aye, Gavin Ball and NML Management Team.

Rotam Launch



Dr. Bakthan commented that in his many years in the industry, this event was clearly one of the most professional.

RLF must also acknowledged the large number of important special guests and distributors in attendance, particularly Minister Zaw Aye Maung plus the important representatives of the Myanmar Department of Agriculture who attended for the entire two days of the event. This level of support for the introduction of new products for Myanmar agriculture through NML is appreciated and respected by all.

Our partner Network Marketing Limited

Network Marketing Limited is a well established Myanmar based company working in the import and distribution of products. NML has 4 divisions :



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| 1. agricultural inputs | 3. pharmaceutical and medications |
| 2. FMCG (fast moving consumer goods) | 4. paper supplies |

NML was established over 10 years ago, and has been built into the large and successful company it is today by its founder and Managing Director, Mr. Khin Maung Aye.

Mr. Khin Maung Aye is an inspirational business leader who finds, imports and markets products into the Myanmar marketplace. The agricultural inputs division represents superior global brands such as **RLF** and Rotam Chemical. These highly specialised products all contribute positively to the development and modernisation of the country's important agricultural sector.

Mr Ball said "Khin Maung Aye operates a highly professional and successful organisation, and RLF is not only very proud, but very fortunate indeed to have such a strong and brilliant partner in this country. This is one of the region's most professional distribution companies and understands well the future of commerce in this emerging and developing marketplace".



Setting RLF into the Myanmar Scene

Myanmar has a long and proud cultural history.

It also has a long and valuable agricultural history, with agriculture being the mainstay of industry for the country. It represents 60% of the country's GDP, and provides employment opportunity for approximately 65% of the country's total labour force.

Rice is Myanmar's most crucial agricultural commodity, however other significant crops are legumes, beans, sesame, groundnut and sugarcane.

Myanmar is quickly developing as a powerhouse producer in the region with increasing exports to countries such as Thailand, India, China and Japan. In particular, its export markets to China has escalated in recent years due to the establishment of a healthy trading relationship between the two countries.

Traditional farming methods are still largely used, and modern-farming products such as those offered to the marketplace by RLF and Rotam will make a significant contribution to the continued growth of the agricultural sector.

Mr Ball was interviewed twice by local television media and during these interviews he said "that Myanmar is going to become a powerhouse nation and that it has a solid future ahead of it in agriculture".

He then went on to say "that RLF considers it a privilege to be working alongside the Myanmar farmer to become **"the Australian in Myanmar fertiliser"** and we are very excited about this prospect. This is a wonderful country with friendly, smart and very engaging, hard-working people".

An Incredible Experience

RLF looks forward to a productive partnership with NML and once again says "thank you for the incredible experience, and for the opportunity to work with you".



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