



**Mark Bedingham**  
**President and Chief Executive Officer**  
**Singapore Myanmar Investco**

Mark Bedingham was appointed as President and CEO of Singapore Myanmar Investco (SMI) a position he currently holds today. SMI has developed rapidly since its inception in 2014 and is active in a number of consumer and infrastructure related businesses in Myanmar. SMI recently won an award for best Luxury Retailer from Singapore Business Review for the retail stores it has built and operates at the new Terminal of Yangon International Airport.

He started his long career in Asia with Jardine Matheson and held positions with various key divisions in Hong Kong and Japan before being appointed as a Director of Jardine Pacific. He joined Moët Hennessy, part of the LVMH group, in Hong Kong in the mid-1990s as the Regional Managing Director of Asia-Pacific. Spearheading the development in China, he grew the Chinese market into Moët Hennessy's largest global market. Under his management, the Asia Pacific region became the largest contributor to Moët Hennessy's global business. Mark also served, for nearly seven years, on the board of DFS, the world's largest travel retailer.

During his time in Japan, he was appointed as a member of the Japanese Prime Minister's Administrative Reform Council and he was also elected as Chairman of the European Business Council in Japan.

In addition to managing SMI, Mark is a non-executive directors of The Artisanal Spirits Company (ASC), a company that owns the Scotch Malt Whisky Society.

He works closely with the private equity firm L Catterton and currently serves as Chairman of two of their group companies:

CÉ LA VI and Crystal Jade. He also serves on the ASEAN Board of the charity Room to Read.

Mark graduated with a Master's degree in Agricultural and Forest Sciences from the School of Biological Sciences of Oxford University.