



BreadTalk Group Partners 115-Year-Old Japanese Trader Shinmei in Trading and F&B Joint Venture

KOBE, JAPAN, 22 December 2017 – BreadTalk Group Limited (the “**Company**” or “**BreadTalk Group**”), has, through its wholly-owned subsidiary, Together Inc Pte Ltd (“**Together Inc**”), announced a joint venture (“**JV**”) agreement today with Shinmei Co Ltd (“**Shinmei**”) to incorporate BTG-Shinmei Venture Pte Ltd (“**BTG-Shinmei**”).

BTG-Shinmei will be 66% and 34% owned by Together Inc and Shinmei respectively, with Trading and Food & Beverage (“**F&B**”) being the two key areas of strategic partnership under this JV.

Leveraging on Shinmei’s 115 years of operating history and track record in the trading and wholesale of soft commodities and food products, BTG-Shinmei will oversee the sourcing, procurement and supply of key raw materials and ingredients, including but not limited to flour, rice, sugar, dairy, seafood, and product packaging to support the F&B operations of BreadTalk’s group of companies globally. The JV company may also potentially source and supply to third parties in future. Under the F&B aspect of the partnership, BTG-Shinmei aims to ride on BreadTalk Group’s regional platform to deliver new food concepts, where BTG-Shinmei can similarly support as the dedicated supply chain partner.

The JV is a first of its kind for BreadTalk Group with a renowned Japanese trading partner and will strengthen its position as a leading F&B and lifestyle player in the region, with a view to pursue growth opportunities globally. The JV also marks Shinmei’s first foray into the Singapore market.

Mr. Henry Chu, Group CEO, BreadTalk Group said, “We are honoured to partner Shinmei to centralise our global procurement and supply chain efforts, introduce new revenue streams and explore strategic F&B opportunities. With an annual group-wide purchase value of over S\$100 million globally, we see significant near term potential for the partnership in delivering economies of scale and cost savings to our core F&B businesses. We foresee an achievement of a longer term value when BTG-Shinmei penetrates the supply chains of our franchisees, other JV partners and third party customers, as well as when it embarks on new F&B concepts.”

Expressing his confidence in BreadTalk Group's capabilities, Mr. Mitsuo Fujio, President of Shinmei said: "We look forward to our JV collaboration with BreadTalk Group. They are renowned globally for their product creativity and versatility in business development. Coupled with Shinmei's 115 years' experience in sourcing and procuring quality soft commodities and food products, we are excited to embark on this journey together."

The investment is not expected to have any material impact on the earnings per share and net tangible assets of the Company and the BreadTalk Group for the financial year ending 31 December 2017.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect in the investment.

-end-

About BreadTalk Group Limited

Founded as a bakery brand in Singapore in 2000 and listed on the SGX in 2003, BreadTalk has rapidly expanded to become an award-winning F&B Group that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. With close to 1,000 retail stores spread across 17 territories, its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, Bread Society, Thye Moh Chan, The Icing Room and Sō Ramen. The Group has a network of owned bakery outlets in Singapore, PRC, Malaysia, Hong Kong and Thailand as well as franchised bakery outlets across Asia and the Middle East. It also owns and operates the world-renowned Din Tai Fung restaurants in Singapore and Thailand, as well as the award-winning Food Republic food atria in Singapore, China, Taiwan, Hong Kong and Malaysia. In 2018, BreadTalk Group will open its first Din Tai Fung restaurant in London.

About Shinmei Corporation Limited

Established as a food wholesaler company in 1902, Shinmei Corporation specialises in the trading of rice, wheat and wheat flour. In the last 115 years, Shinmei Corporation has rapidly expanded to become an internationally renowned company that handles the procurement and trading of rice, flour, sugar and dairy products. With more than 1,800 employees, Shinmei Corporation opened its first frozen rice factory in West Sacramento, California in 2015.

For more information, please contact:

Investor Relations / Analyst Contact

Mr Chan Ying Jian
Group Chief Financial Officer

Tel- (65) 6285 6116 | Email – ir@breadtalk.com

Mr Benjamin Tay
Investor Relations

Media Contact

Mr Glenn Huang
Group Vice-President
Corporate Affairs & Communications
Tel- (65) 6285 6116
Email – media@breadtalk.com

Mr Oohata Keigo
Administration & Corporate Planning Division
Tel- (81) 078-371-2207
Email - oohata-keigo@akafuji.co.jp