

**FOR IMMEDIATE RELEASE**

## **BreadTalk Group Expands to UK** *Din Tai Fung Restaurant to open in London, 2017*

**SINGAPORE - 17 November 2016** - BreadTalk Group Limited (the “**Company**” or the “**BreadTalk Group**”), has entered into a franchise agreement with Fairy Rise Development Limited, the franchise owner of the Din Tai Fung brand of restaurants, through the Company’s indirect wholly-owned subsidiary, Taster Food UK Limited (“**TFUK**”), for the franchise right to operate Din Tai Fung brand of restaurants in the United Kingdom of Great Britain and Northern Ireland (“**UK**”).

Subsequently, TFUK will be a joint venture company comprising Together Inc. Pte Ltd (an indirect wholly-owned subsidiary of the Company), Din Tai Fung Taiwan, Fairy Rise Development Limited, a UK partner and a Taiwanese as shareholders. Together Inc. Pte Ltd would be the major shareholder of TFUK. Further details of the structure of the joint venture company, including the respective shareholdings, will be announced in due course when terms of the joint venture agreement have been finalised.

The UK’s inaugural Din Tai Fung restaurant is expected to open in London in 2017 and will be operated by TFUK.

Mr Cheng William, Divisional CEO (Restaurant) of BreadTalk Group says, “The Company is excited to bring Din Tai Fung to the European market for the first time. With our experience in operating the brand for the last 13 years in both Singapore and Thailand, we hope to bring the much loved Din Tai Fung to new consumers who will appreciate this authentic Taiwanese cuisine.”

Expressing his confidence in BreadTalk Group’s capabilities in leading the foray into the European market, Din Tai Fung’s owner, Mr Chi-Hwa Yang says, “The international recognition that Din Tai Fung enjoys today is in no small part attributable to our long-standing partnership with the BreadTalk Group. BreadTalk Group has played an integral role in our success by growing and exposing our Taiwanese brand to an international audience, and achieved a sustained popularity due to its commitment to uphold Din Tai Fung’s exacting culinary and service standards.”

BreadTalk Group operates 21 Din Tai Fung restaurants in Singapore and 3 restaurants in Thailand with more additions in the pipeline.

Globally, Din Tai Fung's stores have won multiple awards, including a Michelin star in Hong Kong, and are favoured by celebrities and food critics alike with a total of 135 restaurants in 13 territories.

#### ***About Din Tai Fung***

*Ranked as one of the world's Top Ten Best Restaurants by The New York Times, the celebrated restaurant has its roots dating back to Taiwan more than 40 years ago. The brand started life off as a cooking oil retail business in 1958, before re-inventing itself in 1972 into a full-fledged restaurant retailing the now world-famous Steamed Pork Dumplings.*

*This authentic Taiwanese restaurant continues to keep diners coming back for more with its signature Xiao Long Baos (Steamed Pork Dumplings), Steamed Chicken Soup, range of noodle dishes and other delectable Taiwanese staples.*

*BreadTalk Group won the franchise rights to operate Din Tai Fung in Singapore and Thailand, in 2003 and 2011 respectively, and now has a regional footprint of 24 restaurants with more additions in the pipeline.*

*The Taiwanese brand continues to makes waves with branches in Singapore, Thailand, Australia, China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, South Korea, the United Arab Emirates, and the United States of America.*

#### ***About BreadTalk Group Limited***

*Founded in 2000, the BreadTalk Group has rapidly expanded to become a distinctive F&B Brand Owner, establishing its mark on the world stage with its bakery, restaurant and food atrium footprints.*

*With close to 1,000 stores spread across 17 locales, its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, Thye Moh Chan, Bread Society, The Icing Room and RamenPlay. BreadTalk Group has a network of owned bakery outlets in Singapore, China, Malaysia, Hong Kong, and Thailand, as well as franchised bakery outlets across Asia and the Middle East. It also has the operating rights to the world-renowned Din Tai Fung restaurants in Singapore and Thailand, and owns the award-winning Food Republic food atria in Singapore, China, Taiwan, Hong Kong, and Malaysia.*

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