



TO BE EMBARGOED TILL 30 MAY 2019

BreadTalk Group Partners with Song Fa Holdings for Taiwan Market Expansion



(L-R: Mr Chan Ying Jian, CFO BreadTalk Group Ltd, Mr Yeo Hart Pong, Managing Director Song Fa Holdings Pte Ltd, Mr Henry Chu, CEO BreadTalk Group Ltd and Ms Diana Yeo, Director Brand & Corporate Song Fa Holdings Pte Ltd)

SINGAPORE – 30 May 2019 – BreadTalk Group Limited (the “BreadTalk Group”) had through its wholly-owned subsidiary, Together Inc Pte Ltd, entered into a joint venture with Song Fa Holdings Pte Ltd on 3 July 2017 and incorporated BTG-Song Fa Venture Pte Ltd (“BTG-Song Fa”). Till date, BTG-Song Fa successfully operates and manages the Song Fa Bak Kut Teh brand of restaurants in two main cities in China namely Shanghai, Beijing. Most recently, BTG-Song Fa officially opened its first outlet in CentralWorld in Bangkok on 26 March 2019, Thailand and overall, the seventh outlet under this partnership.

To leverage on this growth momentum, BreadTalk Group has through its wholly-owned subsidiary, Food Republic Taiwan Co. Ltd. (“Food Republic Taiwan”) entered into a franchise agreement with Song Fa Holdings Pte. Ltd. (“Song Fa”) to introduce the Song Fa Bak Kut Teh brand of restaurants in Taiwan, China. Under this agreement, Food Republic Taiwan will hold the franchise rights to develop and operate the highly popular brand in Taiwan over the next 10 years.

Song Fa Bak Kut Teh was first founded in 1969 and steadily grew to become a household brand name in the last 50 years with ten outlets in Singapore, seven in Indonesia. Energized by its partnership with BreadTalk Group, Song Fa Bak Kut Teh opened another six outlets in China and one in Thailand. Recognised by the Michelin Guide Bib Gourmand Awards from 2016 – 2018, Song Fa outlets in Taiwan will continue to deliver its renowned Teochew tender pork ribs immersed in its flavourful, spice-infused hot broth dining experience, accompanied with servings of deep fried traditional dough sticks and side dishes to its customers.

Mr. Henry Chu, Chief Executive Officer of BreadTalk Group says “Over the last 22 months, our partnership with Song Fa Holdings flourished into a highly successful model. The team continues to work diligently with our partners to plan and holistically deliver the award-winning Song Fa dining experience to our consumers in China, Thailand and our first two outlets located in highly popular malls in Taipei. Both malls have strong existing tenants and are household names among the local populace and tourists alike. With the addition of a star attraction like Song Fa Bak Kut Teh, we are confident to deliver the illustrious Song Fa experience to our customers in Taiwan.”

Mr. Yeo Hart Pong, Managing Director of Song Fa says “2019 is a significant year for us at Song Fa as we commemorate our golden jubilee. The introduction of Song Fa Bak Kut Teh in Taiwan marks another exciting milestone as we celebrate our 50th anniversary. Over the last half-century, our commitment in Building Generations of Bak Kut Teh Lovers captured the taste buds and imagination of our customers in Singapore, Indonesia, China and Thailand. With our continued partnership with BreadTalk Group, I am confident Song Fa will reach a greater height.”

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About BreadTalk Group

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, food atrium and 40th food concepts footprints.

With close to 1,000 retail stores spread across 16 countries, its brand portfolio comprises direct owned brands such as BreadTalk, Toast Box, Food Republic, Bread Society, Sō Ramen, Thye Moh Chan, The Icing Room and partner brands such as Din Tai Fung, Nayuki (奈雪), TaiGai (台盖), Song Fa Bak Kut Teh and Wu Pao Chun Bakery.

About Song Fa group of businesses

Established in 1969, Song Fa Bak Kut Teh is a Singaporean restaurant chain that sells Teochew-style pork rib soup or *bak kut teh*. Its mission is to preserve the dining experience of this heritage dish, and it aspires to cultivate generations of people who will enjoy it. With a strong emphasis on good service, expect every need to be taken care of when dining at Song Fa.

Favoured by old and young, locals and tourists, the company received its biggest endorsement in 2016 when it was awarded the Michelin Bib Gourmand. It has since held on to this accolade for three consecutive years. Song Fa is also highly rated on multiple platforms such as Meituan-Dianping, Ctrip, TripAdvisor and Lonely Planet.

To date, Song Fa has 10 outlets in Singapore, 7 outlets in Indonesia, 6 outlets in China and 1 in Thailand. For more information, please visit www.songfa.com.sg

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