



# PURA INDAH BERKAT

## **BreadTalk Group partners PT. Pura Indah Berkat to grow its reputable Toast Box brand in Indonesia**

**SINGAPORE – Friday, 23 March 2018** – BreadTalk Group Limited (the “Company” or the “BreadTalk Group”), has, through its wholly-owned subsidiary, BreadTalk International Pte Ltd (BTI), entered into a joint venture agreement with PT. Pura Indah Berkat (PIB) to incorporate PT BTG – Pura Indah Berkat Venture (“BTG-PIB”).

BTG-PIB will operate the exclusive Toast Box chain of outlets in the Indonesia archipelago of islands. BTG-PIB will be 70% and 30% owned by BTI and PIB respectively. Under the agreement, BTG-PIB enters into a master agreement to develop and operate the renowned Toast Box brand.

This strategic partnership marries BreadTalk Group’s wealth of experience in managing and developing franchisee relationships with PIB’s strong understanding of the consumers’ preferences in Indonesia. Under this agreement, the first Toast Box outlet is scheduled to open in central Jakarta in 2018. Currently, PIB manages the highly sought after Toast Box outlet at Soekarno-Hatta International Airport Terminal 3.

Mr Tan Aik Peng, Chief Executive Officer of BreadTalk Group’s Bakery Division says “Indonesia is a strategic and important market for us and we are excited to partner PIB. Our exciting Toast Box product offerings are highly relevant to consumers in Indonesia. We are confident that with our insights and experience from operating Toast Box in Singapore and other regions, our consumers will be able to enjoy our quality Nanyang coffee, toast products and local delicacies in Indonesia.”

Expressing his confidence on BreadTalk Group’s capabilities, Mr Handrio Arinto Budhi, Chief Executive Officer of PIB says “The Toast Box brand is well known around Asia for its authentic interpretation of Nanyang coffee and cuisine. We are very pleased to partner BreadTalk Group for its strategic expansion of Toast Box into Indonesia.”

The investment is not expected to have any material impact on the earnings per share and net tangible assets of the Company and the Group for the financial year ending 31 December 2018.

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.

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](mailto: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](mailto:media@breadtalk.com)