

## **POPEYES® and Tanmiah Food Company Subsidiary Gulf Brand Fast Food Company sign agreement for expansion in Saudi Arabia**

- *The agreement will involve opening new POPEYES restaurants in Saudi Arabia*
- *Tanmiah continues to deliver on growth plans and expands services across value chain*

**Riyadh, 2 December 2021** - Tanmiah Food Company ("Tanmiah" or the "Company", 2281 on the Saudi Exchange), a market leading provider of fresh and processed poultry and other meat products, animal feed and health products, today announced its subsidiary Gulf Brand Fast Food Company has signed a master franchise and development agreement with POPEYES one of the world's largest chicken quick service restaurants.

The agreement will see the POPEYES brand expand its footprint in Saudi Arabia, with new restaurants set to open in the coming years.

**David Shear, International President of Restaurant Brands International, the parent company of POPEYES,** commented:

*"Our agreement with Gulf Brand Fast Food Company is an exciting step in delivering on our commitment to serve our signature blend of spices, flavors and experience to more guests around the world. Saudi Arabia is an important market in our expansion plans for the MENA region, and we look forward to see chicken-lovers in Saudi Arabia getting their hands on POPEYES world famous dishes including our Chicken Sandwich with the expansion of our footprint across the Kingdom."*

**Zulfiqar Hamadani CEO of Tanmiah,** commented:

*Today's announcement marks an important step in Tanmiah's trajectory as we diversify our business further across the value chain. The establishment of Gulf Brand Fast Food Company and the agreement with POPEYES form part of our strategic growth plans, which will see us focus on expanding our capacity in our core segments and build a leading food brand franchise operator offer. We look forward to continuing to deliver fresh chicken to customers across the region, and to support the Saudi government's strategic goal of attaining self-sufficiency in the poultry sector. The new food franchise segment will also be aligned with our Giving, Earning and Sustaining model, and will support job creation for Saudi nationals in the retail sector.*

**Madhav Kapur CEO of Gulf Brand Fast Food Company,** commented:

*We are thrilled to announce our partnership with POPEYES and to contribute to the growth of the quick service restaurant market in the Kingdom. Our agreement with POPEYES will grow the presence of the brand, increasing access to tasty products to customers across the Kingdom. We look forward to bringing our experience as an operator of food franchises to deliver a best-in-class customer and brand experience.*

Capitalizing on its proven operational excellence, growing consumer preference for locally produced chicken and Saudi government support Tanmiah intends to grow its fresh chicken business in line with the Saudi government's strategic goal of attaining 80% self-sufficiency in the poultry sector. The Company has increased its local sales of fresh chicken by 23% over the past three years from 66.3 million chickens in 2018 to 81.5 million in 2020 and up to June 2021, the Company has sold 73.7 million chickens so far as a result of reinvestment in its assets and operations

-Ends-

### **About Tanmiah Food Company**

Tanmiah Food Company is one of the Middle East's leading providers of fresh poultry, processed poultry and other processed meat products as well as animal feed and health products. With roots going back to 1962, and established in Saudi Arabia in 1976, Tanmiah is part of the Al Dabbagh Holding

Group. Tanmiah's fully integrated and highly efficient business model includes production, further processing and distribution with products sold in Saudi Arabia, the UAE, Bahrain, Lebanon, Oman, Jordan, and Kuwait. Tanmiah operates 84 farms as well as 6 hatcheries, a feed mill, 2 slaughterhouses, 3 food processing plants, and 13 dry and cold storage facilities located in Saudi Arabia, Bahrain and the UAE. Tanmiah distributes its products through a network of distributors, wholesalers, and retailers as well as online direct to consumers. Sustainability is a core principle at Tanmiah with initiatives including planting trees fed by wastewater from its facilities and turning waste products into fertilizer. For more information, visit [www.tanmiah.com](http://www.tanmiah.com)

### About Restaurant Brands International Inc.

Restaurant Brands International Inc. ("RBI") is one of the world's largest quick service restaurant companies with approximately \$33 billion in annual system-wide sales and over 27,000 restaurants in more than 100 countries. RBI owns three of the world's most prominent and iconic quick service restaurant brands – TIM HORTONS®, BURGER KING®, and POPEYES®. These independently operated brands have been serving their respective guests, franchisees and communities for over 45 years.

### About Popeyes

Founded in New Orleans in 1972, Popeyes has more than 45 years of history and culinary tradition. Popeyes distinguishes itself with a unique New Orleans style menu featuring spicy chicken, chicken tenders, fried shrimp, and other regional items. The chain's passion for its Louisiana heritage and flavourful authentic food has allowed Popeyes to become one of the world's largest chicken quick service restaurants with over 3,400 restaurants in the U.S. and around the world.

### Forward-Looking Statements

*This press release contains certain forward-looking statements and information, which reflect management's current beliefs and expectations regarding future events, initiatives and operating performance and speak only as of the date hereof. These forward-looking statements are not guarantees of future performance and involve a number of risks and uncertainties. These forward-looking statements include statements about our expectations regarding the ability of the Popeyes business to increase the pace of growth in Saudi Arabia and to successfully enter or grow in other markets; our expectations regarding our ability to replicate our successful international formula for Saudi Arabian guests; the ability of the Popeyes business in Saudi Arabia to create hundreds of career opportunities; or the ability of the Popeyes business in Saudi Arabia to grow its share of the Saudi Arabian QSR market. Other than as required under applicable laws, we do not assume a duty to update these forward-looking statements, whether as a result of new information, subsequent events or circumstances, change in expectations or otherwise.*

For further information:

### Investor Relations & Media Enquiries

Mr. Hussam Al Shareef, IRO  
Tanmiah Food Company  
Tel. +966 114775912  
Email [ir@tanmiah.com](mailto:ir@tanmiah.com)  
P.O. Box 86909  
Riyadh 11632, Kingdom of Saudi Arabia  
[www.tanmiah.com](http://www.tanmiah.com)

Investors: [investor@rbi.com](mailto:investor@rbi.com)  
Media: [media@rbi.com](mailto:media@rbi.com)  
  
[www.rbi.com](http://www.rbi.com)