



FOR IMMEDIATE RELEASE

BreadTalk Group Appoints Henry Chu as Group CEO In Line with Business Expansion and Succession Planning

SINGAPORE – 20 June 2017 – Mainboard-listed BreadTalk Group Limited (“the Group” or “BreadTalk”), a leading lifestyle F&B group, is pleased to announce the appointment of Mr Henry Chu as Group CEO with effect from 1 July 2017.

Henry rejoined BreadTalk as Group Managing Director (MD) on 17 October 2016 having served previously as CEO, Bakery Division between May 2010 and April 2012.

As Group MD, he oversees the Group’s global Food and Beverage (F&B) operations, comprising the core businesses of Bakery, Food Atrium, and Restaurants. In addition, Henry leads all F&B-related investments. Since October 2016, Henry has worked tirelessly with the senior management team to maximise growth opportunities in more profitable segments of the Business. Together with the team, he assessed the overall health of each business, consolidated underperforming assets, and enhanced the current operating systems and processes.

Most recently in March, Henry led a team to rebrand RamenPlay to Sō Ramen, a specialty ramen restaurant with five distinctive soup broths and rice dishes served with premium Koshihikari rice, cultivated and grown on the pristine rice paddies in Niigata, Japan. The results are positive till date and the team will rebrand the remaining stores by end of 3Q 2017.

In the same month, Henry and his team successfully opened our first BreadTalk outlet at Junction City in Yangon Myanmar, signifying our ability to navigate a challenging F&B retail landscape in 2017.

Henry has vast experience in the regional F&B and retail space, spanning more than 20 years across renowned brands in different geographical regions. Between May 2012 and September 2016, Henry was General Manager, Japanese Chain Restaurant Division, China with Maxim’s Caterers Ltd (Hong Kong). Earlier in his career, he held key positions including Director of Operations with Delifrance Singapore, Operations Director with Starbucks Thailand, Starbucks China and General Manager, Retail Sales & Operations with Shell Eastern Petroleum.

Henry holds a Bachelor of Business in Business Administration (RMIT) – Human Resource Management from the Singapore Institute of Management.

Henry will succeed the position of Group CEO from Mr Oh Eng Lock who will be stepping down on 30 June, in line with the Group’s leadership renewal process.

Dr George Quek, Chairman of BreadTalk Group said, “I am pleased to welcome Henry back on board. He is a proven leader who has demonstrated exemplary management capabilities and a track record of accomplishments throughout his career. Since his return to BreadTalk Group, Henry and his team enhanced key processes that enabled the Group to focus on maximising growth opportunities in more profitable segments and consolidate underperforming assets. My fellow directors and I look forward to working with Henry and his professional team to further grow BreadTalk Group’s business and take it to the next level.”

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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, Carl's Jr. in China, Sō Ramen, and RamenPlay. 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.

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