



BreadTalk Group Partners With Song Fa Holdings for China and Thailand Market Expansion

SINGAPORE – 3 July 2017 – BreadTalk Group Limited (the “**Company**” or the “**BreadTalk Group**”), has, through its wholly-owned subsidiary, Together Inc Pte Ltd, entered into a joint venture (“**JV**”) agreement with Song Fa Holdings Pte Ltd (“**Song Fa**”) to incorporate BTG-Song Fa Venture Pte Ltd (“**BTG-Song Fa**”). BTG-Song Fa will operate the Song Fa Bak Kut Teh brand of restaurants in China and Thailand.

BTG-Song Fa will be 90% and 10% owned by Together Inc Pte Ltd and Song Fa respectively. Under the agreement, BTG-Song Fa will enter into a master franchise to develop and operate the highly popular Teochew Bak Kut Teh brand in Thailand, as well as four major cities in China, comprising Beijing, Shanghai, Shenzhen and Guangzhou.

The partnership combines BreadTalk Group’s strengths in business development, central kitchen management and frontline execution with Song Fa’s experience to deliver its fall-off-the-bone tender pork ribs immersed in its flavourful, spice-infused hot broth and dining experience to its customers. The first Song Fa Bak Kut Teh restaurant under this JV and Franchise agreement is expected to open in Shanghai during Q4 2017. In 2018, BTG-Song Fa plans to open two restaurants in Thailand; followed by another three restaurants in China.

Mr Henry Chu, Group CEO says “The Company is excited to partner with Song Fa and bring this iconic Singaporean brand into China and Thailand. With our experience in operating renowned brands over the last 17 years globally, we hope to deliver the much acclaimed Song Fa Bak Kut Teh dining experience to new customers overseas.”

Expressing his confidence on BreadTalk Group’s capabilities, Mr Yeo Hart Pong, Managing Director of Song Fa says “We are pleased and look forward to our JV and franchise collaboration with BreadTalk Group. Given BreadTalk Group’s strength in infrastructure and network across Asia, paired with Song Fa’s steadfastness in *Building Generations of Bak Kut Teh Lovers*, we are excited to embark on this journey into China and Thailand with the BreadTalk Group.

With Mr Henry Chu’s appointment as BreadTalk Group’s Chief Executive Officer, we are confident that this collaboration will bring Song Fa to new heights under his leadership.”

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 2017.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect in the investment.

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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.

About Song Fa group of businesses

Song Fa began in 1969 when the founder, Mr Yeo Eng Song, started selling Bak Kut Teh along Johor Road and subsequently established the original Song Fa Bak Kut Teh at Victoria Street in 1975.

Today, under the stewardship of the second generation, Mr Yeo Hart Pong and Mr Yeo Zhi Yong, Song Fa Bak Kut Teh continues to uphold its reputation as a household name in Singapore while reaching out to the younger generations through its unique dining experience. Each outlet is thoughtfully recreated after the history of the location and pays homage to Singapore of the 1900s. At every outlet, diners are also provided with easy access to boiling water and kettles so they can personally experience and appreciate the culture of drinking Kung Fu Tea with their Bak Kut Teh.

Throughout the years, Song Fa has expanded across Singapore and into neighbouring markets such as Jakarta, successfully gaining both critical acclaim and recommendations as one of the top choices by regular diners and was listed under the Michelin Bib Gourmand category in 2016 and 2017.

To date, Song Fa has seven outlets in Singapore with its eighth and newest outlet opening in Northpoint in July 2017. Song Fa currently has four outlets in Jakarta, Indonesia.

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