



BreadTalk Group and Song Fa Holdings to open 1st restaurant in Beijing APM Mall

SINGAPORE – 5 January 2019 – Following the successful opening on the first Song Fa restaurant in Shanghai Jing An Kerry Centre on 28 January 2018 where it averaged RMB1 million in sales monthly, BreadTalk Group and Song Fa Holdings opened its first restaurant in Northern China, Beijing APM Mall today. This is also the fourth restaurant opened following the signing of the joint-venture agreement between BreadTalk Group and Song Fa Holdings on 3 July 2017.

Beijing APM Mall was developed and opened in 1998. Consisting of a shopping mall and office building, it is favoured by international brands such as Nike, Zara including China's first duplex GAP flagship store. It has a total area of 120,000 square meters and is located at the no 1 street of China, Wangfujing. Its reputation as Beijing's landmark commercial centre harkens back to the Qing Dynasty. This iconic street combines tradition, modernity, culture and commerce to perfection.

Since 1969, Song Fa has grown to become one of Singapore's iconic brands, renowned for offering its tender, fall-off-the-bone pork ribs immersed in hot, flavourful, spicy-peppery soup amidst the heritage dining experience over the last 50 years. For three consecutive years from 2016 to 2018, it was awarded the Michelin Bib Gourmand Singapore.

Located on level 5 of Beijing APM Mall, the restaurant boasts a spacious interior and comfortable seating which can accommodate close to 100 diners. Its unique design is a trip down memory lane with a blend of Nanyang nostalgia decor and contemporary style seating. The setting features old iconic pushcarts and nostalgic taps – iconic symbols of Singapore's street food culture – an experience that can be likened to being in a mini Song Fa museum. The culinary skills passed down through generations will offer consumers in China the good old taste of Teochew Bak Kut Teh in a showcase of Singapore's food heritage and deliver its renowned Teochew tender pork ribs immersed in its flavourful, spice-infused hot broth dining experience to its customers.

BreadTalk Group Chief Executive Officer, Mr Henry Chu, also added: "Since the opening of our first Song Fa outlet in Shanghai last year, we were encouraged and overwhelmed by the positive response from consumers in China. This vote of confidence enabled us to open another three restaurants successfully in Shanghai last year. With the opening of our first restaurant in Beijing, we will continue to harness and leverage on BreadTalk Group's brand operations and management experience to bring the Song Fa brand to northern China and provide local consumers with high quality Teochew Bak Kut Teh cuisine."

Song Fa's second-generation helmsman and Managing Director Yeo Hart Pong said: "The Bak Kut Teh culture is one of the most iconic food cultures of Singapore. It is Song Fa's mission to spread this culture and continue to serve generations of Bak Kut Teh fans. Besides our Singapore homeground and Indonesia, China is our most valued market outside South East Asia. We feel very honoured to be able to collaborate with BreadTalk Group and introduce the Teochew Bak Kut Teh culture to epicures in China."

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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 and food atrium footprints. With close to 1,000 retail stores spread across 19 territories, its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, Bread Society, Thye Moh Chan, The Icing Room, Nayuki (奈雪), TaiGai (台盖), Sō Ramen, Una-Yu and Song Fa Bak Kut Teh in China and Thailand.

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. 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. On 5 September 2018, BreadTalk Group opened its first TaiGai outlet in NEX Serangoon shopping mall. BreadTalk Group opened its first Din Tai Fung restaurant in London, United Kingdom on 5 December and its first Nayuki Tea and Bakery café in VivoCity on 8 December 2018.

About Song Fa Holdings

The history of the Song Fa brand can be traced back to 1969. In that year, founder Yeo Eng Song started out with a pushcart on Johor Road selling Bak Kut Teh. Subsequently in 1975, he opened the first Song Fa outlet on Victoria Street. Today, under the careful watch of the second-generation leaders, Mr Yeo Hart Pong and Mr Yeo Zhi Yong, Song Fa Bak Kut Teh continues to enjoy strong brand awareness and provides young people with a unique Singapore food experience. Every Song Fa establishment is meticulously designed to present the history of the restaurant's location and re-enact the old days of Singapore in the 20th century. Customers are provided with boiling water and teapots to let them experience the age-old Chinese tea culture as they enjoy their favourite Bak Kut Teh. In recent years, Song Fa Bak Kut Teh has stepped out of Singapore, making successful forays into Jakarta and other

neighbouring cities. It receives raving reviews from food critics and consumers, and is the No.1 choice of countless diners.

From 2016 to 2018, Song Fa Bak Kut Teh made it to the list of Michelin Guide Singapore's Bib Gourmand recipients for three consecutive years. Currently, Song Fa Bak Kut Teh owns eight outlets in Singapore and has seven in Indonesia. In January 2018, it successfully opened its first restaurant in Shanghai and now has four outlets in China.

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