



BREADTALK® GROUP LIMITED
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**NEWS RELEASE
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BREADTALK® GROUP ANNOUNCES GROUNDBREAKING CEREMONY FOR INTERNATIONAL HEADQUARTERS

Singapore, 31 August 2011 – SGX-listed BreadTalk® Group Limited, an established leading lifestyle F&B group is pleased to announce the ground-breaking ceremony of its new International Headquarters (IHQ) today, officiated by Guest Of Honour, Minister of State for Trade and Industry and National Development, Mr Lee Yi Shyan. This marks the commencement of construction of the site located at Paya Lebar iPark, Tai Seng Street.

The new \$64.08 million IHQ will serve as the Group's main office cum retail, R&D, training, logistics and central kitchen facilities, all housed under one roof. The estimated timeline to construct the new IHQ is about one and half years and the temporary occupation permit is expected to be obtained by the end of 2012.

This is a milestone for the BreadTalk® Group since the opening of its first office located at Hougang Central 11 years ago with just 8 staff. Currently, BreadTalk® Group Limited has a total staff strength of 6,000 spread across 16 countries in Asia and the Middle East.

Speaking at the ceremony, the Minister of State for Trade and Industry and National Development, Mr. Lee Yi Shyan said, "Today's event marks a momentous milestone for BreadTalk®. The new IHQ building will be a production and logistics hub to support not just Singapore's operations but also the company's aggressive globalisation plans. I would like to commend BreadTalk, as it has become a well-loved global Singapore brand. I hope more SMEs will emulate BreadTalk in growth and brand-building".

Mr George Quek, Chairman of the group shares his vision of the IHQ, "It will be the nerve centre of our global operations, the platform to create and showcase our unique and exciting culinary innovations, and the launch-pad for our food and beverage concepts on the global stage.

More importantly, I hope to build a work environment that will cultivate talents and inculcate creative thinking. We are creating a space that will be conducive for work and play, as well as effective fostering of closer working relationships among staff.”

KEY FACILITIES IN IHQ

The new IHQ will encompass key departments that will provide the essential support required to accelerate the Group’s future global expansion drive.

The BreadTalk® Group *Training Academy* will standardise preparation and delivery protocols, which are critical in maintaining brand identity. It will train overseas franchise staff and ensure smoother execution of business expansion plans.

The *Central Kitchen* will cater to the Group’s brands operating in the South East Asian space. Investments in automation will facilitate a more efficient and increased output that can meet the needs of 1000 bakery outlets globally in the next five years, catering to growing needs in line with the Group’s expansion. The additional space will also enable the central kitchen to further streamline supply and preparation processes within the Group. Frozen dough and noodles which are integral to the Group’s business can be manufactured in large quantities using the newly-integrated manufacturing line. This improved capability will open doors to new opportunities for third party supplies, extending the BreadTalk® product brand name into new retail channels.

An expanded *R&D facility* will continue to focus on creating and developing trendsetting and valuable concepts and products; a core mission of the Group to ensure its competitiveness in the international arena.

Besides being a platform for showcasing brands under BreadTalk® Group’s portfolio, the level one *Retail* area will also serve as the ideal test bed for new concepts.

ARCHITECTURAL HIGHLIGHTS

Designed by award winning local architect Tan Kay Ngee, the architecture takes its cue from the many delicate textural layers of a Danish pastry and alludes to the dynamic and multi-faceted BreadTalk® Group, with its diverse and innovative lifestyle brands.

Designed to be environmentally friendly, planter boxes have been used extensively to reduce the speed of storm water run-off, thereby reducing chances of flash flooding. They also help reduce thermal heat built-up from surrounding hard surfaces, improve air quality and reduce noise from surrounding roads.

Designed as a community based campus to foster closer work relationships, the IHQ will house courtyards and indoor greenery to stimulate the creative process and encourage interaction with co-workers at open and casual spaces.

ICONIC LANDMARK IN UPCOMING PAYA LEBAR COMMERCIAL HUB

The 10-storey IHQ located in Paya Lebar will benefit from the Urban Renewal Authority's plans to develop the area as a vibrant work and play destination with exciting retail concepts. With an iconic façade and location within walking distance of Tai Seng MRT station, the Group's F&B outlets within the IHQ is well-poised to leverage on increased pedestrian traffic.

The construction of the IHQ will be financed through internal resources and bank borrowings and are not expected to have a material impact on the Group's net tangible assets or earnings per share for the financial year ending 31 December 2011.

ABOUT BREADTALK® GROUP LIMITED

Founded as an F&B operator in Singapore in 2000 and listed on the SGX in 2003, The BreadTalk® Group Limited has rapidly expanded to become a distinctive household brand owner that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. Its brand portfolio comprises BreadTalk®, Toast Box, Food Republic, Din Tai Fung, The Icing Room, RamenPlay and Carl's Jr China. With global staff strength of more than 6,000 employees, the Group has a network of over 400 bakery outlets in 16 countries such as Singapore, China, Hong Kong, South Korea and the Middle East. It also operates 11 Michelin Star Din Tai Fung restaurants in Singapore and Thailand, as well as over 30 award-winning Food Republic food atriums in Singapore, PRC, Hong Kong and Malaysia.

Note to editors: Digitally-rendered drawings of the new IHQ are available via email upon request.

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