

**Press Release**

**June 22, 2022**

## **TFI TAB Food Investments targets top three in the world**

### **TFI TAB FOOD INVESTMENTS OPENS 700th BURGER KING RESTAURANT IN TURKEY**

**After 28 years in restaurant operations, TFI TAB Food Investments is among the top five restaurant chain operators today, with almost 2,700 restaurants and about 55,000 employees in Turkey and China. TFI TAB Food Investments is well on its way to becoming one of the top three in the world. Within 10 years, the company has increased the number of its restaurants in the Chinese market to 1,400 and opened its 700th Burger King restaurant in Turkey and its 2,150th restaurant overall.**

TFI TAB Food Investments, one of the first names that comes to mind when talking about restaurant chain operators around the world, maintains its global growth through successful operations in Turkey and China. With a total of 2,700 restaurants, 1,300 in Turkey and 1,400 in China, TFI TAB Food Investments continues to work towards its goal of becoming one of the top three restaurant operators in the world.

TFI TAB Food Investments became a restaurant operator in 1995 by purchasing licenses from industry giant Burger King to become a main developer and producer and is now the industry leader in Turkey with a total of six brands, including four global brands - Burger King, Sbarro, Popeyes and Arby's - as well as its own brands Usta Dönerci and Usta Pideci.

TFI TAB Food Investments, which covers 84% of culinary preferences in Turkey with its wide range of products, also offers a reliable investment opportunity with its turnkey franchise system for global and local brands. The company has been successful not only in Turkey but also in the Chinese market, where it expanded rapidly after entering the market in 2012.

**Erhan Kurdođlu, TFI TAB Food Investments founder and chairman of the board of directors, said, "We experienced rapid growth by increasing the number of our restaurants to 1,400 within 10 years."**

Erhan Kurdođlu says TFI TAB Food Investments is focused on even bigger targets although the company has already achieved several successes on a global scale to date. *"We started with a single restaurant in Turkey and became one of the five largest restaurant operators in the world with a total of nearly 2,700 restaurants in China and Turkey. In the 10 years after we entered in the Chinese market with Burger King in 2012, we reached 1,400 restaurants in 200 cities. These accomplishments are the best testament to our ability to operate global brands in any geographic region and ensure standards. We crowned our leadership in this industry, which we entered 28 years ago, by opening our 700th Burger King restaurant in Turkey today, with the participation of David Shear, President International of Restaurant Brands International (RBI). By the end of the year, we will reach 750 restaurants under our Burger King brand. Our total number of restaurants, led by those in Turkey and China, will grow to 3,000 as we open new restaurants under our other brands."*

**Erhan Kurdođlu: "We cover almost all our procurement of products from our own production facilities."**

"During the pandemic, when supply chains broke down, we saw once again the importance of building a sustainable food system," said **Erhan Kurdođlu**, adding that the Group's own production of meat, bread and potatoes played a major role in becoming an industry giant after starting in Turkey and then opening up to the world. "As TFI, we built our ecosystem of companies years ago with this foresight and vision. Thus, we did not experience any supply problems during or before the pandemic.

*Fasdat Gıda, one of Turkey's largest logistics operators, uses 203 vehicles to make deliveries from its nine warehouses and a vegetable processing plant throughout Turkey. Ekmek Unlu Gıda Mamulleri makes 480 million hamburger buns a year at its two factories. Atakey, Turkey's largest potato processing factory, is also one of the largest in the world, with an annual capacity of 90,000 tons of frozen fried potatoes. It also exports 150,000 tons of potatoes per year to other countries. Ekur Et Entegre is the leading company in Turkey with a processing capacity of 33,600 tons of boneless meat per year. Meanwhile, we also provide significant support to farmers through contract farming for a sustainable food system. We also support livestock farming with our local livestock production. We also give our investors the opportunity to benefit from this ecosystem. Through this system, we were able to add more than 100 new franchise restaurants to our system even during the challenging pandemic period. While we served 324 million people in 2019, when the impact of the pandemic were not yet felt, we aim to serve 360 million people in 2022, when the effects of the pandemic are subsiding. In fact, we are exporting the products we produce as a result of our ecosystem to various countries and geographic regions from China and Korea to Brazil. The experience we derived from our ecosystem of companies is also the foundation for our success in China.*

### **Korhan Kurdođlu, TFI TAB Food Investments Founding Partner: "We will become the world's Digital Restaurant Operator"**

Korhan Kurdođlu said TFI TAB Food Investments has been investing in digitalization for many years and started reaping its benefits during the pandemic. "China is far advanced in terms of digitalization and new technologies. There, 99% of payments and orders are digitalized. The digital know-how we have accumulated in China has also given us leadership in the digital realm in Turkey. Our leadership in digitalization and our agile operational structure are the most important factors that have helped us succeed during the pandemic.

*Today, with our upgraded Tikla Gelsin, we continue to successfully provide the best end-to-end delivery experience, not only in takeaway but also in the restaurant channel. This way, we are getting to know our consumers better in every sense, analyzing their behavior and aligning our planning accordingly. For 2022, we are watching developments in this area every day and working to increase our efficiency at a time when 30% of all orders consist of package deliveries. We have quadrupled our takeaway sales from the pre-pandemic period because we have invested in digitalization and distribution channels."*

### **Korhan Kurdođlu: "We continue to grow with the strength that comes from digitalization and our innovative business model."**

As TFI we have been investing in areas such as digital technologies and contactless transactions for many years, which became increasingly prominent during the pandemic," Kurdođlu said. "We are contributing to the formation of a sustainable food system under the leadership of our ecosystem of companies. We have quite an innovative and dynamic business model that is considered a role model and is being implemented in various countries around the world. We will focus specifically on new technologies and consumer experiences by continuing to develop all of our strong muscles that reflect our expertise in the industry. We will decisively advance our goal of becoming one of the top three restaurant chain operators in the world by keeping up our global expansion with innovative business models designed specifically for markets in different countries.