

December 23, 2022

BSE Limited
Corporate Relations Department
Phiroze Jeejeeboy Towers
Dalal Street, Fort,
Mumbai- 400 001
Scrip Code: 543248

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, 5th Floor, Plot no. C/1,
G Block, Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051
SYMBOL: RBA

Sub.: Launching the iconic US Fried Chicken Brand Popeyes® in Indonesia

Ref.: Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure) Regulations, 2015 ('SEBI Listing Regulations')

Dear Sir/ Ma'am,

Pursuant to the SEBI Listing Regulations, we are pleased to inform you that PT Sari Chicken Indonesia ('SCHI'), a step-down subsidiary of the Company, is launching the iconic US Fried Chicken brand Popeyes® in Indonesia by December 31, 2022.

Brief on Popeyes:

Founded in New Orleans in 1972, Popeyes® has more than 50 years of history and culinary tradition. Popeyes® distinguishes itself with a unique New Orleans style menu featuring spicy chicken, chicken tenders, fried shrimp, and other regional items. The chain's passion for its Louisiana heritage and flavourful authentic food has allowed Popeyes® to become one of the world's largest chicken quick service restaurants with over 3,900 restaurants in the U.S. and around the world.

The Press Release dated December 23, 2022, titled **Popeyes®, World-Famous Chicken Restaurant from Louisiana, US enters Indonesia and aims to expand rapidly by opening 300 restaurants, in the coming years** is enclosed herewith for reference.

This intimation is being made available on the website of the Company at www.burgerking.in.

We request you to take the above information on record.

Thanking You,

For Restaurant Brands Asia Limited
(Formerly Known as Burger King India Limited)

Madhulika Rawat
Company Secretary and Compliance Officer
Membership No.: F8765

restaurant brands asia limited

(Formerly known as Burger King India Limited)



PRESS RELEASE

Popeyes®, World-Famous Chicken Restaurant from Louisiana, US enters Indonesia and aims to expand rapidly by opening 300 restaurants, in the coming years.



Jakarta, 23 December 2022 – PT Sari Chicken, subsidiary of PT Sari Burger, owned by Restaurants Brand Asia (RBA) is launching the iconic US Fried Chicken brand Popeyes® in Indonesia in multiple locations in Jabodetabek by the end of the year.

Founded in 1972 in New Orleans, Louisiana, US, Popeyes® is one of the world's largest chicken quick-service restaurant chains, having carved a niche in over 30 countries and counting with their authentic Louisiana-style cuisine, with 3900+ restaurants worldwide. The brand is founded on a 300-year-old culinary tradition that incorporates a fusion of cooking styles, spices and ingredients.

Popeyes®, best known for its spicy New Orleans style fried chicken & chicken sandwich, aims to delight Indonesian guests with the bold and delicious flavours of its Louisiana-style chicken.

The chicken QSR category is amongst the fastest growing within Indonesia and it is a massive opportunity for the world-famous chicken brand to enter the country. **Sandeep Dey, Brand President of Popeyes® Indonesia** adds, "In a country where fried chicken and rice is staple, we look forward to delighting the Indonesian guest with the best-in-class taste, bold flavours and offering a range of chicken formats in the menu. Our vision is to become the chicken destination in Indonesia."

"We are very excited to bring our iconic Popeyes® brand to Indonesia with RBA, a strong regional player in the restaurant industry and a long-term partner," said **Rafael Odorizzi, RBI President, APAC**, parent company of Popeyes®. "Our entry into Indonesia illustrates our commitment to serving more guests around the world with our unique and flavourful New Orleans style menu."

The menu is crafted by Popeyes®, globally, by an in-house team of professionally trained chefs with a passion for honouring the culinary traditions while innovating Louisiana flavour and food, making it a popular amongst Michelin-starred Chefs and celebrities alike.

POPEYES

Popeyes® famous chicken is marinated with a unique blend of spices for at least 12 hours in deliciously bold Louisiana Cajun flavours, freshly battered and breaded in our kitchen, then slow cooked to perfection using a proprietary cooking technique with key ingredients, sourced locally.

Popeyes® Indonesia has crafted a world-class menu to delight the guests by building a variety that caters to different occasions and audiences. The menu for Popeyes® in Indonesia will not only feature the global favourites but also new menu items developed locally for the guests of Indonesia. Menu comprises Louisiana fried chicken, New Orleans spicy fried chicken, Louisiana grilled chicken and the chicken sandwich (which is popularly understood as the famous chicken burger from Popeyes® and took the internet by a storm in August 2019 in the US).

A full range of sauce-coated wings, buttermilk chicken popcorn in trending flavours, onion rings and a variety of rice including rice bowls. Other items include mashed potatoes with gravy, cajun fries and ice-cream based desserts in chocolate brownie and blueberry chillz.



Along with bringing the world-famous chicken from Louisiana, Popeyes® will also be bringing the spirit of Louisiana to Indonesia - spreading joy through food and jazz music, being-big hearted and spirited but most importantly celebrating togetherness. This blends in very well with the collective mindset celebrated in Indonesia, always being community-driven, warm and welcoming, rejoicing each day as it comes.

To delight guests across Jabodetabek, Popeyes restaurants will be popping in Thamrin, Kelapa Gading, Depok, Karawaci, Pantai Indah Kapuk (PIK) and Bintaro. Starting with Margo City on 29 December 2022 and many more to follow soon, in line with Popeyes® ambition to build 300 stores in the coming years. .

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For more information, please contact:



Lidya Oktaria
Public Relations for Popeyes® in Indonesia
M. +62 815-3840-006

About Popeyes®

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For more information about Popeyes® Indonesia follow us on:

Instagram @popeyes_indo https://instagram.com/popeyes_indo?igshid=YWJhMjlhZTC=

Tiktok @Popeyes_indo http://www.tiktok.com/@popeyes_indo

Twitter @Popeyes_indo https://twitter.com/popeyes_indo?s=21&t=JiktaS8Mg67zvOEeUw4ADQ

About Restaurant Brands Asia (RBA)

Restaurant Brands Asia Limited (formerly known as Burger King India Ltd) embarked on its journey in 2013 and since then it has become the fastest growing international QSR chain in India during the first five years of its operations based on the number of restaurants. As the national master franchisee of the BURGER KING® brand in India, it has exclusive rights to develop, establish, operate and franchise Burger King branded restaurants in India. The master franchisee arrangement provides RBA with the ability to use Burger King's globally recognised brand name to grow business in India, while leveraging the technical, marketing and operational expertise associated with the global Burger King brand. RBA through its subsidiaries in Indonesia runs the national master franchisee of the brand BURGER KING® and brand Popeye's® in Indonesia, it has exclusive rights to develop, establish, operate and franchise Burger King and Popeye's in Indonesia.

About Restaurant Brands International Inc. (RBI)

Restaurant Brands International Inc. is one of the world's largest quick service restaurant companies with over \$35 billion in annual system-wide sales and over 29,000 restaurants in more than 100



countries. RBI owns four of the world's most prominent and iconic quick service restaurant brands – TIM HORTONS®, BURGER KING®, Popeyes®®, and FIREHOUSE SUBS®. These independently operated brands have been serving their respective guests, franchisees and communities for decades. Through its Restaurant Brands for Good framework, RBI is improving sustainable outcomes related to its food, the planet, and people and communities. To learn more about RBI, please visit the company's website at <http://www.rbi.com>

This press release contains certain forward-looking statements and information, which reflect management's current beliefs and expectations regarding future events, initiatives and operating performance and speak only as of the date hereof. These forward-looking statements are not guarantees of future performance and involve a number of risks and uncertainties. These forward-looking statements include statements about our expectations regarding the ability of the Popeyes business to open 300 restaurants in the coming years in Indonesia; our expectations regarding our ability to replicate our successful international formula for Indonesian guests; or the magnitude of the opportunity for Popeyes in Indonesia. Other than as required under applicable laws, we do not assume a duty to update these forward-looking statements, whether as a result of new information, subsequent events or circumstances, change in expectations or otherwise.