



TELEPIZZA PUSHES AHEAD WITH MASTER FRANCHISING FOR ITS INTERNATIONAL EXPANSION AND EXPECTS TO OPEN 100 STORES IN 10 YEARS IN SAUDI ARABIA

- **Telepizza signs a master franchise agreement with Al Bayan Holding Group, one of the leading business groups in the country**
- **Telepizza is currently present in 14 countries and its international sales represent over 30% of total chain sales**

8 March, 2016.- Telepizza pushes ahead with its international strategy and reinforces its commitment to international markets through master franchise agreements with local partners. The company expects to launch operations in Saudi Arabia following the signing of a master franchise agreement with Emtiaz Catering Company, a 100% subsidiary of the Al Bayan Holding Group, which is the Strategic Partner for Telepizza in Saudi Arabia and one of the leading business groups in the country.

The agreement includes a commitment to open up to 100 stores within the next ten years, and construction of the first four stores has already begun in the capital city of Riyadh, with openings planned between late April and early May this year. The company aims to continue expanding its brand to other Saudi locations, including the west -Jeddah- and eastern areas of the country.

With this new strategic partner, Telepizza aims to become market leader for pizza delivery in Saudi Arabia, whose market value in 2016 is estimated by Euromonitor to be 1.3 billion euros and has growth prospects of 6% (CAGR) over the next 5 years.

Telepizza's local partner in this venture is a diversified business group with interests in several companies, in sectors such as food and beverages, as well as real estate development and construction.

"Our international expansion is gaining momentum after a strong launch, which has been reinforced by international partners who have extensive local knowledge and expertise in key markets, and who are interested in growing our brand globally", explains Pablo Juantegui, CEO of Telepizza.

Flexibility and brand recognition

Telepizza has a solid model and a recognized brand, scalable to different markets with a wide degree of flexibility for the franchisee.

"We have a great competitive advantage: our capacity to respond quickly and our flexibility to apply local concepts to the business, both of which are key to our success. In addition, we have the differentiating value of an innovative product -freshly handmade quality pizzas in a Mediterranean style- concepts increasingly valued in the international markets", explains Giorgio Minardi, President International of Telepizza.



The flexibility of its franchising model, with its capacity for response, support of an experienced team and quality service, are key elements for investors that are interested in growing along with Telepizza in markets with growth potential.

"We are very pleased to join the Telepizza Company. Its unique brand concept and the high degree of product innovation -freshly handmade quality pizzas in a Mediterranean style - have been crucial when selecting a new partner. Telepizza has strong cultural and quality values, very similar to what we have established in Al Bayan Holding Group. We look forward to growing together in this long term successful partnership", says Mr. Nasser Al Hammad Executive Vice President of Al Bayan Holding Group.

International strategy

Telepizza's international strategy is focused on growth in markets where it is currently operating, exploring new business opportunities, and entering new markets, either organically, through acquisitions of local companies or via master franchises.

Currently, the company is present in 14 countries and its international sales exceed 30% of the total sales.

About Telepizza

Telepizza is a leading pizza delivery company recognized for its freshly handmade quality pizzas in a Mediterranean style, friendly served anytime anywhere at a great value.

Due to its pioneering positioning in the sector with a 30-year history and its management model, it has experienced a solid international growth with a consolidated presence in 14 countries of Europe, Latin America and Africa, and more than 1,300 stores worldwide.

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