



Monday 27<sup>th</sup> September 2021

## EG GROUP ACQUIRES 52 KFC RESTAURANTS

**BLACKBURN, UK. September 27, 2021** – EG Group (“EG” or “the Group”) is pleased to announce the acquisition of 52 Kentucky Fried Chicken (KFC) restaurants in the United Kingdom (UK) from Amsric Group.

The acquired network, across the south and south-west regions, comprises more than 1,600 team members and a mix of high-quality drive thru and traditional restaurant formats.

EG already benefits from broad experience in investing in foodservice development and operations and inclusive of this portfolio, the Group now operates more than 1,700 foodservice concessions.

This acquisition establishes EG’s position as the largest franchisee in Western Europe for the KFC brand, which has positioned itself as a high-growth quick service restaurant brand and is the undisputed market leader in the chicken segment. Post-completion EG will operate over 220 KFC restaurants in Europe and the UK.

This transaction follows EG Group’s acquisition of the largest KFC franchise in the UK and Ireland from The Herbert Group in March 2020. At the time, the acquisition comprised 146 KFC restaurants and one Pizza Hut Store, as well as a development pipeline and a small number of non-trading sites.

**Mohsin Issa CBE and Zuber Issa CBE, co-founders and co-CEOs of EG Group, commented:**

“Acquiring the Amsric portfolio further strengthens our customer proposition and is highly complementary to our existing operations, and our long-term growth plans for our foodservice business.

“The KFC brand has continued to grow in recent years due to its focus on changing customer needs and brand positioning. Even during the pandemic, KFC moved quickly to assess and adapt in order to embrace the rapidly evolving environment. We have seen a marked upward trend in the performance of our existing KFC network and this has given us confidence to consider and invest in more assets.

“The network we have acquired is a strong portfolio of assets and we are looking forward to working with the Amsric management team and KFC to ensure a smooth transition for the teams and an effectively managed transfer of operations and assets.”

**Ragin Patel, Managing Director of Amsric Group, commented:** “We are pleased to be selling our KFC business to EG Group. As a family-managed business, we take a people-first approach and wanted to ensure our KFC network went to a new owner who is committed to investing in the network and allowing our employees to realise opportunities for professional growth.

“EG Group has an excellent track record of acquisitions and of managing leading consumer brands. Moreover, EG Group is recognised as an effective foodservice operator and already has an extensive KFC restaurant portfolio. They have a business model which is committed to investing and growing.

“Our first priority is to make sure our team members are well supported through the transition and ensure there is minimal disruption to our guests.”

**Paula MacKenzie, General Manager of KFC UK & Ireland, added:** “Firstly, I would like to thank Ragin and the Patel family for all their hard work, and their longstanding support of our brand. EG Group’s commitment to investing not only in the existing restaurants, but also in growth through the development of new locations reinforces the strength of our brand, and of KFC as a world-class franchisor.

“We are confident that EG Group’s expertise, focus on their people and depth of connection to our brand will yield tremendous success and continued growth.”

- ENDS -

### **About EG Group**

Founded in 2001 by the Issa family, United Kingdom-based EG Group is a leading convenience retailer who has established partnerships with global brands. The business has an established pedigree of delivering a world class fuel, grocery & merchandise and foodservice offer.

EG Group currently employs in excess of 45,000 colleagues working in more than 6,200 sites across Europe, USA and Australia.

Zuber Issa CBE and Mohsin Issa CBE, Founders and co-CEOs, EG Group, were honoured in the Queen's Birthday Honours List 2020, for their contribution to business and charity. They were also jointly named the 2018 EY Entrepreneur of the Year in the UK.

For more information see the Group's website: [www.eurogarages.com](http://www.eurogarages.com).

### **About KFC**

In 1952 Colonel Harland Sanders opened the first KFC restaurant in Utah. Since then, his perfectly crafted Original Recipe chicken and its secret recipe of 11 herbs and spices has become famous all over the world, and today we have over 960 restaurants across the UK and Ireland.

The Colonel was all about doing things the right way. That means our chicken is delivered fresh from farm to restaurant in 48 hours. It's prepared carefully by hand in-restaurant by trained cooks, using the very best chicken reared to strict welfare standards.

The right way also means serving fresh proper food, packed with flavour. So, we've worked hard to make nutritional improvements across our menu, so our fans have as much choice as possible, and we've committed to removing 20% of calories per serving by 2025.

The Colonel also believed in feeding promise, wherever it's found. So that's why we invest heavily in the development and careers of our 27,000 employees – we were the first restaurant to launch an honours degree. And since its 2015 launch, our KFC Foundation has paid out grants totalling £5 million to our charity partners who are passionate about developing and nurturing young people across the country. To find out more about us, visit [www.kfc.co.uk/behind-the-bucket](http://www.kfc.co.uk/behind-the-bucket), or follow the Colonel on Twitter @KFC\_UKI and Instagram @kfc\_uki.

### **Forward Looking Statements**

Certain statements contained in this release are forward looking statements, and may discuss our future plans or our expectations regarding our business performance. Forward- looking statements are not guarantees of future business performance or that that future events will occur, and inherently involve certain risks, uncertainties and assumptions which are difficult to predict and outside of the control of management. Therefore, actual outcomes and results may differ materially from what is expressed in any forward-looking statements, and we cannot assure you that the results or developments expressed in these statements will be realized or even if realized, will have the expected consequences to, or effects on, us or our business, prospects, financial condition, results of operations or cash flows. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this release. Other than as may be required under applicable law, we disclaim any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement to reflect events or circumstances after the date on which such statement is made, or to reflect the occurrence of unanticipated events.

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