

## AmRest acquires Starbucks business in Germany



Wroclaw, Poland, 20th April 2016, AmRest Holdings SE („AmRest”, “the Company”) (WSE: EAT), the largest publicly listed restaurant operator in Central Europe, announced today that on April 19th, 2016 the Company signed an agreement with Starbucks Coffee Company to acquire its equity stores in Germany. The transaction will come into effect as of May 23rd, 2016 and will result in AmRest having the license to operate and develop Starbucks brand in that country.

Since entering Germany in 2002 with two stores in Berlin, Starbucks business has expanded to 158 stores across the country. The portfolio of 144 equity cafés together with 14 licensee stores makes Germany the largest market for Starbucks in the continental Europe.

“We’ve built an impressive business in Germany over the past 14 years, employing nearly 2,000 partners across the market. But we know Germany could be a much bigger market for us and we have ambitious growth plans to be where our customers live, work and travel.” - said Kris Engskov, president of Starbucks, Europe, Middle East and Africa (EMEA). He continued: “We are proud to expand our partnership with AmRest, who are recognized across Europe as one of the most entrepreneurial, people-focused companies in food retail, and have been remarkably successful in bringing the Starbucks experience to these important markets.”

AmRest has been a partner licensee for Starbucks since 2008, when it opened its first café in the Czech Republic. Since then, AmRest has developed Starbucks stores in Czech Republic, Poland, Hungary, Bulgaria, Romania and recently adding Slovakia, where the first Starbucks is planned to be opened by mid 2016. Currently AmRest operates 103 Starbucks locations, a portfolio to which the 144 stores in Germany will be added. Brand is led by Adam Mularuk, Starbucks Brand President at AmRest.



Henry McGovern, the founder of AmRest and its Supervisory Board member said: “We are excited to take AmRest relationship with Starbucks to the next level by adding the German market to our portfolio. This development which will double the size of our Starbucks business is yet another proof that Anything is Possible on the journey to strengthen our presence in Europe.”



“With great honor and sense of responsibility we undertake the opportunity to build the Starbucks brand in Germany. Partnering with all the employees we will continue on delivering the ‘Starbucks Experience’ while increasing our presence in the market. These are exciting times for AmRest and the Starbucks team in Germany. I know that together we will create fantastic opportunities!”- said Adam Mularuk.

Estimated purchase price is expected at ca. EUR 41m and is subject to final confirmation at transaction closing.

Acquisition of Starbucks chain in Germany is a perfect fit to AmRest’s strategy, providing the entryway into prospective German restaurant market – being one of the wealthiest economies in the region and the global leaders in coffee consumption. The transaction will strengthen AmRest’s presence in the coffee segment and, at the same time, leverage Starbucks leadership position in Germany.



Unique attractiveness of the transaction is also reflected in the huge growth potential of the German business. AmRest intends to triple Starbucks’ presence in Germany through dynamic store expansion within the coming years.

Announced acquisition is another milestone in building the leading position of AmRest in restaurant industry in Europe. The addition of well positioned Starbucks business to current portfolio shall contribute to value creation for the Company shareholders.

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