

AmRest adds a new market to its portfolio



Wroclaw, Poland, 10th April 2017; AmRest Holdings SE („AmRest”, “the Company”) (WSE: EAT), the largest publicly listed restaurant operator in Central Europe, announces plans to enter Austrian market with KFC brand. The Company plans to open the first restaurant before the end of 2017.

Entry into the new market is a continuation of strengthening AmRest leadership position in CE region.

We are very excited to start our business in Austria. This is another perspective market which expands our portfolio and is a perfect fit to the Company’s strategy. We see a huge potential there and we are fully convinced that AmRest’s vast expertise in operating restaurant business will allow us to build the future of KFC brand in Austria. The first restaurant run by AmRest should be opened this year and we expect a rapid growth in upcoming years – said Libor Hubik, KFC Austria Director at AmRest.

KFC brand has been part of AmRest’s portfolio since 1995 when the first restaurant was opened in Szczecin, Poland. Currently, the Company operates over 530 KFC Restaurants in 9 countries – Poland, Germany, Czech Republic, Hungary, Serbia, Croatia, Bulgaria, Spain and Russia.

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