

## Pizza Hut enters a new market



Wroclaw, Poland, 31<sup>th</sup> August 2017; AmRest Holdings SE („AmRest”) (WSE: EAT), the largest publicly listed restaurant operator in Central Europe, announced an opening of the first Pizza Hut restaurant in the Czech Republic. As a result, the Company expanded its operation in the market, where was already present with KFC, Starbucks and Burger King brands.

A newly-opened restaurant in Palladium Shopping mall in Prague represents Express concept which is a response to current market trends and consumer needs. The store offers the most popular pizzas from Pizza Hut’s menu made of the highest quality ingredients in front of the customer in only 5 minutes.

*Entering the Czech market is a continuation of Pizza Hut development strategy in CE region. We are very excited to be launching this pioneering concept here. It has been very successful in both Poland and Hungary and we strongly believe that our best quality products and excellent service will meet customer’s expectations in Czech Republic in the same way – said Monika Czyż, President Pizza Hut Delivery & Express*

By 2021, the Company plans to open 70 Pizza Hut restaurants in the Czech market, employing a total of 1,500 people.

AmRest history started in 1993 with the opening of first Pizza Hut restaurant in Wrocław Market Square. Currently, the Company operates 300 restaurants in 6 countries. Besides the Czech Republic, there is also Poland, Hungary, Russia, Germany and France. Starting from October 1st, 2016 the Company as a master-franchisee has the right to granting the license to the third parties to operate Pizza Hut Express and Pizza Hut Delivery restaurants (sub-franchise) in Central and Eastern Europe countries.

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