

AmRest enters new market in Central Europe



Wroclaw, Poland, 5th March 2015, AmRest Holdings SE („AmRest”) (WSE: EAT), the largest publicly listed restaurant operator in Central Europe, announces the acquisition of 100% stake in 2 companies being sole operators of Starbucks coffee stores in Romania and Bulgaria. Estimated purchase price is expected at ca. EUR 16m. Final purchase price will be determined at transaction closing.

Acquisition of Starbucks chain in Romania and Bulgaria is a perfect fit to AmRest’s strategy, providing the entryway into the Romanian market – the second largest country in Central Europe (CE) with dynamically growing economy. At the same time, acquired coffee shops in Bulgaria will strengthen AmRest’s presence and scale in that country.

Starbucks brand has been part of AmRest’s portfolio since 2007 when the first coffee shop was opened in Prague. As at the day of transaction, the Company operated 67 Starbucks stores in 3 countries – Poland, Czech Republic and Hungary. Adding another 14 locations in Romania and 5 in Bulgaria will leverage AmRest’s vast expertise in operating coffee business. The amazing Starbucks brand strength is worth noting, especially its leadership position in Romania, as evidenced by the top quality of locations, strong demand from customers and employees as well as above average profitability of the business.

Unique attractiveness of the transaction is also reflected in the huge growth potential of the Romanian business. In 2014 four new Starbucks stores were opened in that market and another 7 are to come this year (with some of the locations already opened). AmRest plans to triple the scale of the business within in the coming years.

The acquisition of Starbucks in Romania and Bulgaria will strengthen the leading position of AmRest in restaurant industry in CE. The addition of well positioned Starbucks business to current portfolio will be accretive to AmRest’s margins and shall contribute to value creation for its shareholders.





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