

AmRest acquires a unique growth platform for China



Wroclaw, Poland, December 14th, 2012, AmRest Holdings SE ("AmRest") (WSE: EAT), the largest publicly listed restaurant group in Central and Eastern Europe with a variety of brands and growing international presence, announces the acquisition of majority stake in Blue Horizon ("the Company"), an owner and operator of successful and proprietary Casual Dining restaurant brands in China, Blue Frog and KABB.

The Blue Horizon currently operates 11 restaurants (10 Blue Frogs and 1 KABB) in premier real estate developments in Shanghai, Beijing and Nanjing. Its normalized 2012 sales and EBITDA are expected at USD 33,4 m, USD 4.6m, respectively. By offering high-quality

Western style cuisine in a way customized to local tastes the Company has established a strong reputation with rapidly growing middle class in China. With over 10 years of successful operating history Blue Horizon and its brands have become highly attractive retail brands for local developers.

The proven track record, high interest from developers and attractive returns make the two **brands of the Company highly scalable**. Capitalizing on the very strong local reputation and by tapping into AmRest unique growth and operating expertise Blue Horizon is committed to accelerate its growth by adding 7 new stores in 2013 and continuing its fast development in the years beyond.

The brand portfolio of Blue Horizon is also **a great stepping stone to faster development of La Tagliatella in China** activating three pillars of AmRest business model: People-Brand-Scale. The three brands that AmRest will operate in China after completion of the acquisition, i.e.:



- KABB Bistro Bar – high-end comfort food with an extensive wine and cocktail menu (Blue Horizon brand)



- Blue Frog Bar & Grill – casual bar and grill offering a relaxed atmosphere and high-quality American favorites (Blue Horizon brand)
- La Tagliatella – casual dining concept offering high-quality Italian cuisine in a unique ambience (AmRest brand)

are highly complementary and offer ample potential for synergies in many areas such as real estate, supply, support functions etc. They also form a **unique growth platform in the still largely underdeveloped Casual Dining sector in China.**

Blue Horizon is led by a seasoned American entrepreneur with over 18 years of experience operating businesses in China and is supported by a talented team with significant local experience.



Henry McGovern, Chairman of the Supervisory Board of AmRest, commented:

"Proven and scalable brands, potential to enhance the growth of La Tagliatella in China and a seasoned team fitting AmRest culture make Blue Horizon a great strategic fit for AmRest. I strongly believe that with buying a majority stake in Blue Horizon we are laying a solid foundation to building a unique growth platform in China."

Robert Boyce, Founder and CEO of Blue Horizon, commented:

"I am really excited about the partnership with AmRest. It feels like the right time and the right way forward for me and for the business. Most of all I am excited about where we can take the company from here!"



Further Information

The press release can be found on www.amrest.eu

For any further enquiries please contact:

Maciej Mausch

+ 48 519 19 12 64

maciej.mausch@amrest.eu