

**FOR IMMEDIATE RELEASE**

**Subway® Expands into Indonesia Via Partnership with PT Mitra Adiperkasa Tbk**

*With new partnership, the world's largest restaurant brand continues international expansion*

---

**Jakarta, 23 August 2021** – Subway®, the world's largest restaurant brand, has signed an agreement with PT Sari Sandwich Indonesia, a subsidiary of Indonesia's food & beverage (F&B) retailer, PT Map Boga Adiperkasa Tbk (MBA), whose parent company is PT Mitra Adiperkasa Tbk (MAP). This agreement kicks off Subway's aggressive plans to expand its international footprint. The partnership will launch Subway® restaurants in Indonesia by Q4 2021, with initial locations set to open in the Greater Jakarta region.

"The demand for Subway® restaurants is unprecedented in many markets around the world, including Indonesia," said John Chidsey, Chief Executive Officer of Subway. "MAP, Indonesia's leading lifestyle retailer, is the ideal partner to kick off our expansion in the Asia Pacific region, where we know convenient, better-for-you options are in demand. This is just the start of our global expansion plans."

A major player in the Indonesian F&B market, MBA has over 590 stores across 33 Indonesian cities serving brands like Starbucks, Pizza Marzano, Krispy Kreme and others. According to the agreement, the Subway® brand will be managed by PT Sari Sandwich Indonesia and expands MBA's business portfolio to eight premium international brands. In addition, Indonesia will be the first-ever market to implement Subway's exclusive country franchise model globally. Based on this model, MBA will solely spearhead Subway's development in Indonesia with the goal of establishing strong and steady annual restaurant growth.

"MBA recognizes the importance of food retailing and works with best-in-class brands, making Subway® a natural choice," said V.P. Sharma, Group CEO of PT Mitra Adiperkasa Tbk.

The partnership expands growth for both companies, allowing Subway® fans in Indonesia to get freshly made, craveable food with fast, friendly and convenient service closer to home.

"Subway® offers delicious, better-for-you sandwich choices that cater to the growing trend of Indonesians looking for a more balanced and healthier diet," said Anthony Cottan, President Director of PT Map Boga Adiperkasa Tbk. "The Subway® model of making every sandwich customized, in addition to its convenience and affordability, will attract many guests and position it for growth in Indonesia for many years to come."

The expansion into Indonesia marks the first step in Subway's continuing plans to grow its presence in the Asia Pacific region. The brand's restaurants and sales throughout the region, in countries such as South Korea, Australia, New Zealand, Thailand and Singapore, have seen significant success in recent years and Subway® expects similar results in Indonesia.

###

**About Subway® Restaurants**

As the world's largest restaurant brand, Subway® serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in nearly 40,000 restaurants every day. Every restaurant is owned and operated by Subway® franchisees – a network of more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

Subway® is a Registered Trademark of Subway IP LLC. © 2020 Subway IP LLC

**About PT Sari Sandwich Indonesia**

PT Sari Sandwich Indonesia is the result of a partnership between Subway® with PT Map Boga Adiperkasa Tbk, a subsidiary of PT Mitra Adiperkasa Tbk. It is the sole company exclusively licensed to operate Subway® restaurants in Indonesia.

**About PT Map Boga Adiperkasa Tbk**

Purveyor of high quality F&B, MBA is home to the world's most iconic F&B brands in Indonesia. With over 590 stores and 33 cities as of end of June 2021, MBA strives to be in all convenient locations where Indonesians work, eat, entertain and travel. Founded in 2004 as a business division under PT Mitra Adiperkasa Tbk, the leading lifestyle retailer in Indonesia. MBA is listed on the Indonesia Stock Exchange since 2017.

**About PT Mitra Adiperkasa Tbk**

MAP has a portfolio of more than 150 world-class brands from department stores, sports, fashion, kids, food & beverage to lifestyle. As at end of June 2021, MAP operates more than 2,300 retail outlets in 79 cities in Indonesia. The main retail concepts managed include; **Department Stores:** Sogo, Seibu, The FoodHall; **Fashion & Beauty:** Zara, Marks & Spencer, Kipling, Nautica, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; **Active (Sports & Leisure):** Sports Station, PlanetSports.Asia, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks; **Kids:** Kidz Station, Smiggle, Lego; **Digital:** Digimap, Digiplus; **Food & Beverage:** Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Burger King, and Domino's Pizza; **Others:** Alun Alun Indonesia. For more MAP information, please visit [www.map.co.id](http://www.map.co.id).

**For media inquiries, please contact:**

Avolina Raharjanti  
General Manager, Corporate PR and Communications  
PT Map Boga Adiperkasa Tbk  
[avolina.raharjanti@map.co.id](mailto:avolina.raharjanti@map.co.id)

Subway Press Centre:

[press@subway.com](mailto:press@subway.com)