

ORCHESTRA PRIVATE EQUITY, EXECUTED TACO BELL KOREA MASTER FRANCHISE AGREEMENT THROUGH ITS PORTFOLIO COMPANY KFC KOREA

KFC Korea acquires Taco Bell domestic store development and operation rights for Yum! Brands

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KFC Korea Co., Ltd. ("KFC Korea"), a portfolio company of Orchestra Private Equity ("Orchestra"), has entered into a master franchise agreement for Taco Bell in South Korea with Yum! Brands ("Yum"), the global owner of Taco Bell.

KFC Korea acquired the right to develop and operate Taco Bell stores, which will allow Taco Bell brand to transition to a multiple franchise system in Korea with the existing operator. Particularly, KFC Korea will have exclusive Taco Bell operating rights when the agreement with the existing operator is terminated. With such terms, the company will work closely with Orchestra Private Equity to aggressively expand Taco Bell brand in domestic Korean market. Sub-franchising is viable after the opening of the 6th directly operated store, and therefore, the full-scale expansion of the franchise network could be possible from the end of next year.

Taco Bell is a global Mexican QSR ("Quick Service Restaurant") brand, with 9 existing stores in Korea. The first Taco Bell store was opened in 2014. With the recent increase in consumer interest in Mexican cuisine in Korea, the company will accelerate the growth of Taco Bell brand through the partnership with Orchestra and Yum, applying the company's successful experience in Korea QSR business.

KFC Korea's CEO, Tony Shin stated, "With the Mexican food market expanding in Korea, now is the perfect time to introduce Taco Bell's exceptional Mexican menu to Korean consumers," adding, "just as Orchestra achieved remarkable growth in 2 years after acquiring KFC Korea, we will achieve meaningful growth in Taco Bell business based on our strategic partnership."

"KFC Korea has achieved significant performance through partnership with Orchestra and Yum. Also, Taco Bell has tremendous growth potential in Korea," said Josh Han, General Manager of Taco Bell business unit in KFC Korea. "We will continue to realize the brand's vision through this partnership."

About Orchestra Private Equity

Orchestra Private Equity is a cross-border General Partner based in East Asia, which aims to acquire local companies at the smaller end of the middle market and build them into 'Champions'. Orchestra combines a long-term perspective on growth based on intrinsic value of the business, and applies relevant knowledge and experiences required to create equity value. As a General Partner, Orchestra members work with portfolio company management teams to make businesses more valuable through organic growth, geographic expansion, institutionalizing businesses by developing a strong management bench, and add-on acquisitions domestically and globally. Please visit www.orchestraprivateequity.com more information. For inquiry on the press release, please contact information@orchestraprivateequity.com.

About KFC Korea

KFC Korea is a global fast food restaurant chain that entered the Korean market in 1984. As the world's leading fast food restaurant chain which specializes in fried chicken and burgers, KFC Korea serves fresh products to its customers every day at more than 200 stores nationwide with a passion for serving the most delicious menus.

About Taco Bell

Taco Bell is a global Mexican QSR brand headquartered in the US and is one of the core brands under Yum! Brands. Taco Bell offers a variety of menus including tacos, burritos, and quesadillas etc. with creative Mexican menus and unique brand sensibility.