

KFC KOREA IS ACQUIRED BY ORCHESTRA PRIVATE EQUITY FUND

Orchestra, together with KFC brand owner Yum! Brands, have invested in quick service restaurant chain, 'KFC Korea'. Yum granted sub-franchising rights to KFC Korea and will become its strategic partner for South Korea expansion

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Orchestra Private Equity VI, L.P. ("OPE VI"), which is managed by Orchestra Private Equity ("Orchestra"), has acquired a 100% stake in KFC Korea Co., Ltd. ("KFC Korea" or the "Company"), the South Korean franchisee of the global quick service restaurant chain - KFC. Additional capital will be injected to support the Company's growth and expansion. Yum! Brands ("Yum"), KFC's parent company and brand owner, partners with Orchestra through investing in OPE VI and demonstrated its confidence and commitment to fuel further growth in the Korean market.

KFC Korea manages 200 company-owned stores nationwide, with sales reaching KRW 250 billion. KFC Korea has recently increased its sales through active marketing and promotional activities by launching new menus and holding promotional events including the "1+1 Chicken Night". Future growth initiatives will focus on revitalized store operations backed by enhanced digitalization through mobile apps and in-store kiosks. In addition, Orchestra will maximize return on investment through store openings via direct ownership and w sub-franchise system granted by Yum, diversification of store types, and expansion in local cities.

Jaesuk Chang, Manager of Orchestra, added, "the Company has a lot of 'white space' in Korea when compared to competing QSR chains. Orchestra will encourage KFC Korea to actively open franchise stores and pursue expansion particularly in outside-metropolitan areas."

Another key focus will be on increasing brand awareness. Tony Shin, CEO of KFC Korea, said, "The Company can do better with 'KFC' brand in Korea, which is widely regarded as one of the best recognized global brands." He further expressed, "I look forward to working together with Yum and Orchestra and reposition 'KFC' as #1 QSR brand in the country."

Lluís Ribot, General Manager of KFC Asia Franchise on behalf of Yum! Brands, conveyed that "We'd like to offer our congratulations to Orchestra Private Equity on its acquisition of KFC Korea. We believe Orchestra's proven track record of successful turnaround projects, its approach to franchisor/franchisee partnership, and its bold ambitions for the KFC brand make it the right partner to unlock the full potential of KFC in Korea. We look forward to working closely with the team at Orchestra, and the leadership team at KFC Korea, to bring our collective vision to life."

Orchestra, which has invested in KFC Korea through its sixth fund, has reach about USD 250 million in asset under management. Deloitte served as the financial advisor, WizTax as the tax advisor, Bain & Company as the management consultant, and LAB Partners as the legal advisor.

About Orchestra Private Equity

Orchestra Private Equity is a cross-border, Asia-based private equity fund that invests in small and mid-size enterprises (SMEs) to foster them into global champions. Based on the intrinsic value of the investee company, Orchestra provides knowledge and experience to create enterprise value from a long-term growth perspective. In close collaboration with the management of the investee company, Orchestra enhances enterprise value through organic growth and regional expansion, as well as by institutionalizing business operations through outstanding leadership and pursuing additional domestic and international mergers and acquisitions. For more information, please visit www.orchestraprivateequity.com. For press inquiries, 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. For more information, please visit www.kfckorea.com.