



Franchise - information catalog



AMREST HOLDINGS SE IN GLANCE	5
AMREST: AREAS OF EXCELENCE	6
AMREST: BENEFITS OF COOPERATION	7
AMREST: FROM FRANCHISEE TO FRANCHISOR	8
PIZZA HUT: OUR TASTY STORY	11
PIZZA HUT: OUR STANDARDS	12
OUR PIZZA HUT IN EUROPE	13
PIZZA HUT : FRANCHISE RESTAURANTS	14
PIZZA HUT : BUSINESS MODEL	15
AN EXAMPLE OF AN INVESTMENT	16
HOW WE SUPPORT OUR PARTNERS	18
DETAILED INFORMATION	22
PROCESS FROM IFA AND POST-OPENING SUPPORT	24
PILLARS IN WHICH YOU CAN RELY ON US	26
WHO CAN BECOME A PIZZA HUT FRANCHISER?	27



Service is
our recipe
for winning

Our Vision:

To become the European
Leader who inspires the global
restaurant industry

Who we are:

We believe that the best
moments in our life are always
accompanied by great food.
That is why, at AmRest, we
carefully select the brands
within our portfolio so that our
guests from around the world
can enjoy the irresistible taste
of our products, whenever and
wherever they need them.



AMREST HOLDINGS SE IN GLANCE

AmRest has commenced
operations
in 1993 with one branch in Poland.
Today it works:

2 000+
restaurant

4 franchise brands:



4 own brands:

La Tagliatella



AmRest is listed on the Madrid
stock exchanges (since 2018)
and Warsaw (since 2005).

Market data as of February 27, 2025. Financial data for FY24.
The data published in the material is historical data. AmRest does not guarantee
that the same results will be achieved in the future. The data applies to the entire
AmRest Holdings SE group, which includes AmRest Franchise sp.z o.o.

22
countries

2,556m
sales
FY24 (EUR)

+5.1%
increase in sales
vs. 2023

1
leading European
multi-brand
restaurant
operator

>45 000
employees

430.4m
EBITDA FY24 (EUR)

>30
year
experiences

AMREST: AREAS OF EXCELENCE



OPERATIONS

Every single restaurant should provide an excellent experience to our guests and, at the same time, have a healthy, profitable business model.



FOOD SERVICE

Our end to end food service must be sustainable and deliver excellence in margin, innovation and quality. It must serve our guests to the highest standards and deliver commercial value.



FRANCHISING

Successful franchising demands a clear strategy, robust business model, market know how - as well as great brands. At AmRest, we give our partners the confidence and stability of working with a worldwide franchisor.



ONLINE & DELIVERY

Digital has become an integral part of our customer's journey and one of our strategic growth pillars. We believe that by providing exceptional customer experience, we can be ahead of the game. Therefore, we continue to drive for a seamless, personalized and omnichannel experience for all our customers.

AMREST: BENEFITS OF COOPERATION

Broad portfolio of iconic brands and a balanced business model

- ✓ Leading European multi-brand restaurant operator with a portfolio of first-class brands
- ✓ The *business* model based on a great leadership team that builds scalable and sustainable brands

Focus on operations to enhance the experience for our guests

- ✓ The Company delivers exceptional food and excellent service, winning the hearts of 30 million guests every month served by 45 + thousand employees
- ✓ Well-integrated supply system, and innovative digital and delivery solutions create sustained value for all stakeholders and provide long-term sustainable growth

Exceptional omnichannel experience for Guests

- ✓ Creating value and unique customer experience for its Guests through digitalization, variety of sales channels and a personalized approach
- ✓ Digital commerce solutions are an integral part of our customer journey creating unique experience for our Guests in both online and offline channels

AMREST: FROM FRANCHISEE TO FRANCHISOR

La Tagliatella



Spain, Portugal

Number of restaurants:	223
Number of franchises:	154


SUSHISHOP



**Luxembourg,
France, Spain,
Belgium, Switzerland,
UAE, Great Britain**

Number of restaurants:	170
Number of franchises:	59

**blue
frog**
BAR & GRILL



China

Number of restaurants:	85
Number of franchises:	6



**Poland, Czech Republic,
Hungary, Slovakia**

Number of restaurants:	192
Number of franchises:	18

**FIND OUT MORE
ABOUT PIZZA HUT**

PIZZA HUT: OUR TASTY STORY



1958

Dan and Frank Carney open their first Pizza Hut restaurant in Kansas.



1980

Pizza Hut introduces the iconic PAN Cake



1993

The first Pizza Hut restaurant in Poland.



2014

Pizza Hut launches its first online food ordering service in Poland.



2014

During the matches of the French national team at the World Cup, Pizza Hut receives 1 order Every second.



2016

AmRest opens the 1000th Pizza Hut restaurant.



2017

AmRest acquires the right to grant sub-franchise in Central and Eastern Europe (including Poland)



2020

AmRest Franchise sp.z o.o. opens the first franchise restaurant in Poland with an entity from outside the AmRest Holdings SE group.

PIZZA HUT: OUR STANDARDS



The quality of the ingredients is essential that our pizza tastes really good. Red, juicy tomatoes, green and fresh peppers - all our vegetables are delivered are several times a week.


Thanks to qualified staff and high standards of service, we prepare our pizza as quickly as possible. Each visit to Pizza Hut is a moment of pleasure.



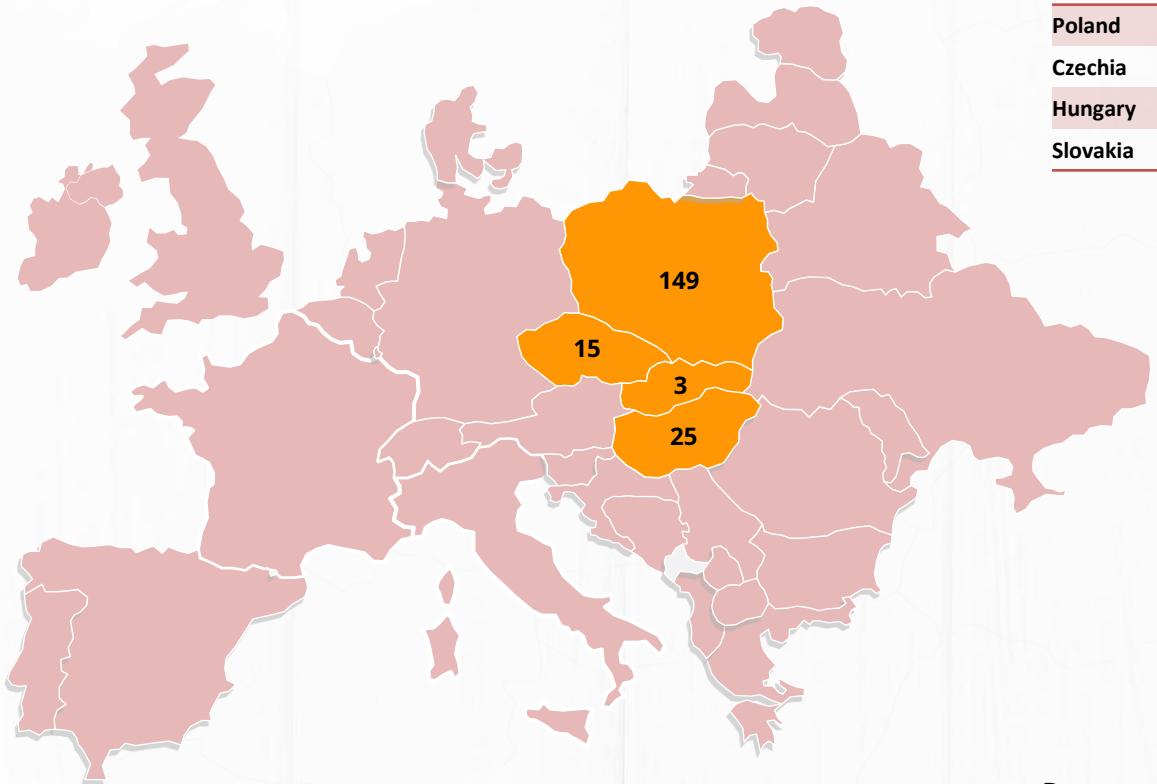
The key is simplicity and freshness. That is why we only use the simplest ingredients: flour, yeast, water and oil.



OUR PIZZA HUT IN EUROPE

Country		Total
Poland	134 15	149
Czechia	15 -	15
Hungary	22 3	25
Slovakia	3 -	3

Equity | # Franchise



Data as of September 31, 2025

MODERN DINE IN

A restaurant featuring a large dining space, designed according to the latest trends.

- ✓ high pedestrian traffic
- ✓ locations in city centers
- ✓ parking needed for guests and suppliers
- ✓ from 160 to 220 sqm
- ✓ from 40 to 80 seatings

FAST CASUAL DELIVERY

A restaurant with delivery and a consumption that allows both home delivery but also offers a space to share our delicious pizzas.

- ✓ heavy car and pedestrian traffic
- ✓ tourist locations
- ✓ parking needed for guests and suppliers
- ✓ from 80 to 150 sqm
- ✓ from 0 to 50 seatings



FRANCHISE AGREEMENT

10 years renewable

MINIMAL VALUE INVESTMENT

200 000 EUR

INITIAL FEE

32 800 USD

FRANCHISE FEE

6% of sales

MARKETING FEE

6% of sales

EXAMPLE OF AN INVESTMENT

INVESTMENT COSTS ***	
	EUR
Design fees	8,500
Construction	89,000
HVAC	38,500
Kitchen equipment	60,500
Furniture	17,000
Signage	4,000
IT Hardware & Software	12,500
Initial Franchisee Fee*	28,500
StartUp (pre-opening cost)**	4,500
Smallwares	8,500
SUM	271,500

* franchise fee - USD 32,800 (conversion rate is 1,15 USD/EUR)

** StartUp costs - costs related to other additional purchases needed for the operation of the restaurant, e.g. insecticide lamps, gas cylinders, uniforms, delivery bags, etc.

*** the above data are examples, it is not possible to determine the same costs for each location and prices may change.



ADDITIONAL FEES

MANDATORY SERVICES	Service description	Amount € (annually)	details of the fee
	ACE audit (food safety)	858	€ 218.66 for each audit
	IT department support (support line)	706	€ 60 / month
	HR package	645	
	POS licenses	520	\$ 600 a year
	Call Center service	258	
	Customer Care service	272	
	Pest control	232	
	Call Center fee	depending on the transaction	5.9% of the transaction value
	Digital fee	depending on the transaction	2.2 for every e-commerce transaction
	Microbiological tests	62	
Total per year		3553 + CC and digital transaction fees	



HOW WE SUPPORT OUR PARTNERS:

In the processing and construction of

restaurants



Location selection and processing is one of the most important (and complex) elements. Choosing a good location and building a restaurant the right way is integral to your company's success. If a restaurant is not ideally placed to attract customers, it is highly likely that the business will fail. Potential franchisees can count, among others on:

- ✓ support from Amrest in identifying and assessing the location potential
- ✓ technical verification of the premises
- ✓ know-how in the field of design and the services of the project manager who coordinates the construction
- ✓ we will also help in the logistics of ordering and delivering devices

A franchise restaurant will have to meet our signage requirements, decor standards and have certain equipment.





Tips, support and help

We offer our franchisees permanent training opportunities. They may take the form of workshops, seminars or conferences, and participation may be voluntary or compulsory. We enable the training of new employees to support franchisees in the development of their business.

We will also offer our franchisees ongoing support through a designated area manager and our other departments.

Support may be provided, for example, in the form of:



- ✓ assistance in ordering initial stocks,
- ✓ ensuring access to the manual and continuous updating of this manual,
- ✓ monitoring the progress of operations by reviewing financial and other data provided by the franchisee,
- ✓ formal or informal audits of the franchisee's business to verify that the standards are being maintained;
- ✓ support in the field of marketing and know-how in the field of building sales,
- ✓ access to the database of contractors cooperating with AmRest on preferential terms,
- ✓ access to operational tools supporting the daily operation of the restaurant.



HOW WE SUPPORT OUR PARTNERS:

A man and a woman in business attire are standing in front of a restaurant entrance, engaged in a conversation. The man is wearing a light purple shirt and glasses, gesturing with his hands. The woman is wearing a tan blazer and holding a white cup. The restaurant has large glass windows and doors, with a 'Pizza Hut' sign visible in the background.

DETAILED INFORMATION:

On the scope of assistance for the franchisee, including in particular technological innovations, training of franchisees and employees

Amrest has many years of experience in locating, designing and successfully running restaurants. The franchisee receives a full training package, support in designing and equipping restaurants, staff training, an opening event, ongoing restaurant management, access to certified suppliers, has a secure supply chain and coaching in building sales and managing P&L restaurants.

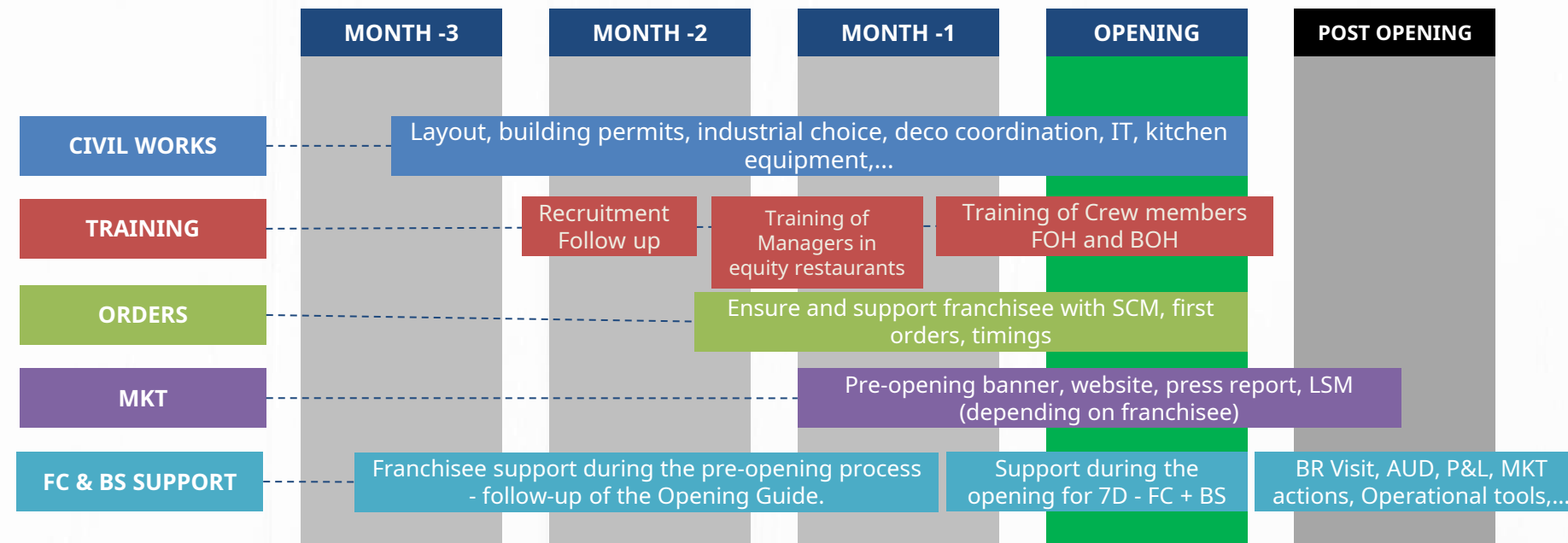


For the amount of any current fees payable by the franchisee to the network organizer or a third party indicated by him, detailing the payment titles, including in particular the current remuneration of the network organizer

A one-time fee for joining the network is 32800 dollars. During the cooperation, the franchise restaurant transfers every month the amount of 6% of the net turnover as the franchise fee and an additional 6% of the marketing fee. Amrest also reserves the right to introduce additional fees for the provided obligatory or optional services, e.g. in the scope of: HR, IT, Digital or other fees, about which the Franchisee is informed during the signing of the contract and during its operation in advance.



Process and support from IFA signature to opening and post-opening



PILLARS IN WHICH YOU CAN RELY ON US

FINANCIAL MODEL

Attractive financial model,
quick return on investment

LOCATION

Convenient choice of
concept and location

DESIGN & CONSTRUCTION

Support in the design and
construction of restaurants

MARKETING

Marketing cooperation
at the central and local level

TRAINING & SUPPORT

Training and continuous support in the field
of key business processes and challenges

E-COMMERCE

A proven and extensive system of e-
commerce tools, cooperation with the
largest aggregators



A P P L Y

pizzahut.franchise.amrest.eu/en

www.amrest.eu

We reserve the right to contact
selected candidates.

WHO CAN BECOME A PIZZA HUT FRANCHISER?



The perfect franchisee is a motivated person, full of passion to run a restaurant and enterprising. We are looking for people who are open and ready to gain new knowledge. Experience in the catering industry is a great asset of the candidate, although every committed person, after appropriate training, can run a restaurant at a world-class level.

The entity granting the Pizza HUT franchise for selected concepts in the territory of the Republic of Poland is the company:
AmRest Franchise sp.z o.o.
based in Wrocław (ul. Powstańców Śląskich 15-17, 53-332 Wrocław),
NIP: 8982248294, KRS: 0000769844
the company is called master franchisee and grants the franchise based on agreements with the original network organizer.
The company's financial statements are available at <https://ekrs.ms.gov.pl/>
All amounts and figures in this document are indicative.

PIZZA HUT

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The catalog is not an offer within the meaning of the Civil Code and is only an invitation to negotiate in order to establish cooperation.
November 2025

