Americana Restaurants and Taco Bell Join Forces to Bring the Iconic Brand to the UAE

- Americana Restaurants signs an exclusive development agreement to bring Taco Bell's bold flavours and unmistakable brand experience to the UAE, with plans for phased expansion across additional GCC countries.
- The partnership takes Americana Restaurants into the fast-growing Mexican-inspired QSR category, adding one of the world's most iconic and culturally relevant brands to its diversified portfolio.
- Building on Americana Restaurants' long-standing partnership with Yum! Brands, the agreement brings an exciting new dining experience to a new generation of customers across the region.

Abu Dhabi and Riyadh, 28th August 2026: Americana Restaurants International Plc ("Americana Restaurants" or the "Company") (ADX symbol: AMR / ISIN: AEE01135A222) (Saudi Stock Exchange symbol: 6015), the largest out-of-home dining and quick service restaurant operator in the Middle East, North Africa and Kazakhstan, today announced an exclusive development agreement with Taco Bell UK and Europe Ltd , a subsidiary of Yum! Brands, Inc. (NYSE: YUM), to bring Taco Bell to the UAE, with plans to take the brand to additional GCC countries through a phased expansion.

The agreement opens an exciting new chapter in Americana Restaurants' decades-long relationship with Yum! Brands, building on the successful operation of KFC and Pizza Hut across the region. Taco Bell brings something distinctly different to the portfolio: a bold, youthful brand built around craveable Mexican-inspired flavours, constant innovation and a strong connection with culture. Its addition marks Americana Restaurants' entry into the fast-growing Mexican-inspired QSR category and reflects the Company's continued commitment to evolving with its customers and bringing fresh, relevant dining experiences to the region.

With more than 9,000 restaurants worldwide, including over 1,200 restaurants across 40 markets outside the United States, Taco Bell has grown from a restaurant brand into a global cultural icon. Its bold approach to food, disruptive menu innovation and unmistakable personality have earned it a passionate following, particularly among younger customers looking for brands that feel fresh, expressive and different.

Bringing together Taco Bell's global brand power, culture of innovation and unmistakable energy with Americana Restaurants' proven operational excellence, deep regional expertise and track record of building iconic restaurant brands, the partnership creates a powerful platform to bring the Taco Bell experience to customers across the region.

The UAE will be the first market under the partnership to experience Taco Bell. With one of the world's most diverse customer populations, a vibrant food culture and a constant appetite for what's new, the UAE provides a natural starting point for the brand. From there, Americana Restaurants and Taco Bell intend to take the experience to additional GCC markets through a phased rollout, building a strong and sustainable regional presence.

Mr. Mohamed Alabbar, Chairman of the Board of Americana Restaurants, commented:

> *"Taco Bell is the coolest brand in its category, built for a generation that wants great flavour, great value, and a little attitude. Young people in our region are curious and adventurous so brands should keep surprising them. Dubai adopts what's bold and tells the world about it. We will start here, get it right, and scale Taco Bell across the UAE and the GCC."*

Sean Tresvant, Chief Executive Officer of Taco Bell commented:

> *"For more than 64 years, Taco Bell has built a brand that consumers love - bold, distinctive, culturally relevant - and we're just getting started. We're excited to continue our strong international momentum in the UAE, to connect with a new generation of fans, and bring the creativity, innovation and unmistakable Taco Bell experience that only our brand can deliver."*

Ankush Tuli, Managing Director of Taco Bell International, commented:

> *"The UAE represents an exciting growth opportunity for Taco Bell, and we could not have asked for a stronger partner than Americana Restaurants. Their operational excellence and proven track record of driving growth give us great confidence as we grow Taco Bell in this vibrant market and build the brand for long-term success across the region."*

This partnership further strengthens Americana Restaurants' diversified portfolio and reinforces its position as the partner of choice for leading global restaurant brands seeking growth across the MENA region. As customers' tastes continue to evolve, the Company remains focused on expanding its offering with brands that bring something new and distinctive to the region, while delivering sustainable long-term value for shareholders and memorable experiences for the communities it serves.

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About Americana Restaurants International

Americana Restaurants is the largest out-of-home dining and quick service restaurant (QSR) operator in its 12 countries of operation across the Middle East, North Africa and Kazakhstan. The Company's portfolio includes a range of iconic global brands, including KFC, Pizza Hut, Hardee's, Krispy Kreme, Peet's Coffee, Wimpy, TGI Friday's, Costa Coffee, Baskin Robbins, Chicken Tikka, carpo and Malak Al Tawouk. Americana Restaurants' customer-centric restaurant platform, which includes 18 proprietary SuperApps, allows customers to experience their favourite global restaurant brands and meals when they want, where they want and how they want. The Company's historic IPO on the Abu Dhabi Securities Exchange (ADX) and the Saudi Exchange in 2022 marked the region's first-ever concurrent dual-listing. Today, Americana Restaurants is a leading master franchisee and a food and beverage pioneer with decades-long heritage, an extensive geographic footprint, long-standing franchisor relationships and a diverse restaurant portfolio that spans the full out-of-home dining spectrum from QSR to fast casual, coffee and indulgence.

For more information, please visit: www.americanarestaurants.com

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About Taco Bell

Taco Bell is a leading Mexican-inspired quick service restaurant brand and a subsidiary of Yum! Brands, Inc. Founded in 1962, Taco Bell serves made-to-order and customisable tacos , burritos, quesadillas, nachos, and other bold flavour experiences . Taco Bell has grown to serve millions of fans daily across more than 9,000 restaurants in over 40 markets around the globe . Taco Bell is renowned for its innovative menu, distinctive cultural identity, and its ability to connect with a passionate, global consumer community.

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