

Subway® Announces Partnership with Kamal Osman Jamjoom Group in the United Arab Emirates

New master franchise agreement is part of ambitious international expansion plans

Dubai, 21 September 2021 – Today Subway®, the world’s largest restaurant brand, announced a new master franchise agreement in the UAE with development partner Kamal Osman Jamjoom Group (KOJ), marking the start of a new chapter for Subway in the UAE as it seeks to expand its footprint and remain competitive amongst other QSRs in the market.

The agreement with KOJ will enable significant growth in the UAE in the coming years including accelerated deployment of restaurant remodels – featuring a new, modern “Fresh Forward” design – as well as improved, consistent guest experiences, both on- and off-premise.

“As Subway continues to expand internationally, we are focused on attracting well-established, large-scale operators in regions where they can leverage market expertise to help our brand thrive,” said John Chidsey, Chief Executive Officer of Subway. “KOJ has a proven track record in leading high-profile expansion plans for major brands, and we look forward to working with the KOJ team to improve our brand offering and grow our footprint further in the UAE.”

Established in 1987, KOJ is a major franchise industry player in the Middle East with 675 stores across seven countries, making it one of the largest franchise networks in the region. They are a valued partner to some of the world’s most iconic brands, such as The Body Shop, LEGO, and Early Learning Center.

“As the demand for better-for-you, convenience food increases in the Middle East, it’s more important than ever that Subway is positioned for growth and that we evolve our business model to meet the needs of the local market,” said Mike Kehoe, EMEA President at Subway. “KOJ’s deep knowledge of the Middle East and experience strengthening and expanding other global franchisee brands makes them the ideal partner in the UAE. We are excited to work with KOJ as they build a new food and beverage division, focused on our iconic global brand.”

“Subway is making bold and impressive changes to continue to grow its presence in markets around the world,” said Hisham Al Amoudi, Group CEO of Kamal Osman Jamjoom Group. “We believe that their best-in-class operations paired with their evolving digital solutions position Subway for unparalleled growth in a dynamic market like the UAE. We are looking forward to embarking on this journey with Subway and growing this great business together.”

The agreement with KOJ is part of Subway’s multi-year transformation journey to build a better Subway and improve all aspects of the brand as the business expands its presence around the world. In EMEA, Subway plans to double its number of restaurants across the region in the coming years and will continue to seek strong partners to support the brand on its journey.

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. Subway restaurants are owned and operated by Subway® franchisees who are committed to delivering the best guest experience possible in their local communities.

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About Kamal Osman Jamjoom Group

Established in 1987, the Kamal Osman Jamjoom Group started its business operations with one of the earliest The Body Shop franchises in Jeddah, KSA. Since then, the Group has evolved to become a



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Kamal Osman Jumoos Group LLC



leading independent brand owner as well as a trusted long-term franchise partner. Today, the Group has 675 stores, employing about 3,200 professionals representing a global mix of 50 nationalities working across seven countries.