



January 14, 2019

ZOOBA RAISES USD 4MN FOR NYC LAUNCH; SIGNS FIRST LOCATION IN NOLITA

We could not be more thrilled to share the news that we are set to become the first ever restaurant concept 100% homegrown in Egypt to launch in the US (we think). Zooba has raised USD 4mn, which will be used to open a flagship outlet in Manhattan's Nolita neighborhood by next summer and then scale out the Zooba brand in the city, with a long-term aim of spreading across the US like *bessara* on *baladi* bread.

Founder/CEO Chris Khalifa and key senior team members will be relocating to NYC, with former Zooba Marketing Manager Ahmed Fahmy taking over as Egypt Country Manager.

Representing Egyptian street food and culture the world over is no longer simply our goal; it is our mission. So is convincing everyone that it's pronounced *tahina*, not *tahini*, and that the best ~~falafel~~ *taameya* is made with fava beans.

We're sending insurmountable love to everyone here at home who has supported us since 2012. You have made us feel like your neighborhood restaurant, which is all we have ever strived to be. To the five boroughs, we promise to do everything we can to make you feel the same way about us someday soon x