



JUNE 12, 2018

ZOOBA SIGNS 20 BRANCH FRANCHISE DEVELOPMENT AGREEMENT FOR SAUDI ARABIA & BAHRAIN

We are incredibly excited to announce our partnership with SADF Trading and Development Co. Ltd., a company that not only knows how to operate and scale an F&B franchise effectively, but also embraces our core values and conscientious approach to hospitality. The opportunity to share our brand of Egyptian street food and culture with our neighbors in Saudi Arabia and Bahrain is a source of great pride for us, and we plan on having a lot of fun while we continue to work and grow with that responsibility in mind. With 20 locations agreed over the next seven years, we look forward to a bright future breaking baladi bread together.

When we opened our first branch in Zamalek back in 2012, a Zooba in every major city in the world was the dream; today marks the first step towards making that dream a reality. Speaking of dreams vs. reality, we'll go back to worrying about Mohamed Salah's shoulder now.

See you guys soon x