



## BURGERFUEL WORLDWIDE PRESS RELEASE

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# BURGERFUEL OPENS ON YAS ISLAND, ABU DHABI



BurgerFuel Worldwide (BFW) has opened a 12th restaurant in the United Arab Emirates this week, in prosperous Abu Dhabi, kicking off a busy festive season for the company that has several additional sites currently under construction in New Zealand, Australia and the Middle East.

BFW now have 23 restaurants in the Middle East North Africa (MENA) region, located in Dubai, Abu Dhabi, Saudi Arabia, Kuwait and Egypt. The new restaurant, which will be operated by BFW's UAE Master Franchisee, AKI Group, is located on Yas Island in Abu Dhabi, a man-made island operating as the Middle East's largest tourist and business playground.

Abu Dhabi is the wealthiest emirate of the UAE and is known for its high Gross Domestic Product and Per Capita Income. The affluent nature of the citizens and their global outlook mean it is the perfect location for BurgerFuel to grow and develop the brand footprint.

One of the region's most luxurious leisure and entertainment destinations, Yas Island is popular with visitors from all over the Middle East as well as with tourists from around the world. The island plays host to key attractions such as a Formula 1 track, Ferrari World, Yas Water World, large indoor and outdoor concert arenas, one of the world's top golf courses, and the iconic Viceroy Hotel and marina.

Tyrone Foley, Chief Operating Officer, BurgerFuel Worldwide, comments: "Yas Mall is now the largest mall in Abu Dhabi and we're thrilled to be serving New Zealand's original gourmet burger in such a dynamic tourist location that will allow the brand such great exposure".

BFW, who now have 64 stores globally, released their Preliminary Half Year Results earlier this month, reporting a solid six months of growth with a profit increase of 122%. As of the 31st of September 2014, the company holds cash reserves of \$8.2 million, with no debt.

*BurgerFuel Worldwide (BFW) is a New Zealand gourmet burger concept and is listed on the New Zealand Stock Exchange (NZAX). BurgerFuel shares are currently trading at \$3.45.*

**ENDS**

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**Notes to journalists:**

- BurgerFuel Worldwide is a New Zealand gourmet burger concept serving up freshly built burgers made from the very best, most wholesome ingredients.
- BurgerFuel now operates in six countries around the globe: New Zealand, Australia, the United Arab Emirates, Saudi Arabia, Kuwait and Egypt.
- BurgerFuel store total: 64
  - MENA (Dubai, Abu Dhabi, Saudi Arabia, Kuwait, Egypt): 23 stores
  - Australasia: 41 stores
- BurgerFuel recently reported a profit increase of 122% in the Preliminary Half Year Results.
- As of the 31st of September 2014, the company holds cash reserves of \$8.2 million, with no debt.
- BurgerFuel shares are currently trading at \$3.45 on the NZAX.