

MINOR CELEBRATES 50TH ANNIVERSARY



Minor International, a leading hospitality, restaurant and lifestyle operator, today celebrates the 50th Anniversary of the Minor Group by extending its heartfelt appreciation for the support of its partners and stakeholders. A revealing museum-style exhibition is being held on September 18th at the Royal Paragon Hall and September 21st to 23rd at the Riverside Plaza, Thonburi, showcasing the key milestones of its first 50 years in business and reflecting on its growth and development to date. Minor Group's first 50 years is the beginning of a journey, a period of foundation-building from which a greater and more ambitious future awaits.

William E. Heinecke, the founder and chairman of Minor International, relates "Looking back, we have come a long way. From humble beginnings as an advertising agency and office cleaning company, to our entry into the hospitality business in 1978, we have risen to countless challenges, and each time emerged stronger than before. From a single hotel and one restaurant in Pattaya 40 years ago, Minor has flourished into a truly global business reaching 64 countries across 5 continents. The combined strength of our subsidiaries and affiliated companies gives Minor a present-day portfolio comprising 549 hotels, 2,130 restaurants and 429 retail outlets across multiple brands. From start-up capital of a slightly over USD 1,000 and a handful of employees in Thailand, Minor International is today capitalized at USD 5.4 billion and counts on the efforts of over 80,000 people around the world."

Mr. Heinecke attributes the Group's journey of success to several key factors. Firstly, Minor has always had a long-term strategic plan. This strategic plan has led to business diversification in terms of brands, business models and geographies, positioning the Group for consistent growth in a world of uncertainty. Furthermore, Mr. Heinecke believes the Group owes its success to the drive and determination of its people. Exceptional management and staff have been and continue to be a key success factor for Minor. The strength of Minor's unique brand portfolio rests on the quality of its people, and their unwavering dedication to serving the needs of customers. Going forward, Minor International will continue to ensure the delivery of superior products and services that provide 100% satisfaction to all stakeholders.

He concludes “We have strong momentum behind us and immense opportunities ahead of us. This is a time for Minor to further strengthen our ties with our valued partners and stakeholders. When we unite our energies towards a vision of shared success, I am certain that we can scale new heights together.”

About Minor International: Minor International (MINT) is a global company focused on three core businesses: restaurants, hospitality and lifestyle brands distribution. MINT is one of Asia’s largest restaurant companies with over 2,100 outlets operating system-wide in 27 countries under The Pizza Company, Swensen’s, Sizzler, Dairy Queen, Burger King, Thai Express, The Coffee Club, BreadTalk (Thailand), Riverside and Benihana brands. MINT is also a hotel owner, operator and investor with a portfolio of 164 hotels and serviced suites under the Anantara, AVANI, Oaks, Tivoli, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu, The Beaumont and Minor International brands in 26 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and South America. In addition, MINT recently reinforced its strategic expansion into Europe and South America with a 45% stake in NH Hotel Group, a leading operator of city-center hotels listed on the Madrid Stock Exchange. NH Hotel Group provides MINT with a portfolio of 385 hotels and almost 60,000 rooms under the NH Collection, NH Hotel, nhow and Hesperia brands in 30 markets across Europe, the Americas and Africa. MINT is one of Thailand’s largest distributors of lifestyle brands and contract manufacturers. Its brands include Gap, Banana Republic, Brooks Brothers, Esprit, Bossini, Etam, OVS, Radley, Anello, Charles & Keith, Pedro, Zwilling J.A. Henckels, Joseph Joseph, Bodum and Minor Smart Kids. For more information, please visit www.minorinternational.com.

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