

**MINT EXPANDS INTO BEVERAGE RETAIL CATEGORY WITH  
“GAGA ATTITUDE-IN-A-CUP” CONCEPT**



Minor International Public Company Limited (“MINT”) announced today that it entered into a joint venture transaction for 50.1% stakes in GAGA Beverages (Thailand) Company Limited (“GAGA”), to own and operate beverage retail business. Founded in 2018 in Thailand, GAGA is a trend-leading beverage retail concept and stands out from its peers with distinctive brand characters of bold, fun and novelty under a concept of “Attitude in a Cup”. The brand emphasizes creativity and transcends tea beverage category through innovative menu and design across a variety of tea and non-tea beverage offerings. GAGA’s unique brand propositions, together with strong proficiency in marketing and customer engagement strategy, have become well-loved by the customers, landlords and business partners.

Dillip Rajakarier, CEO of Minor International commented, “We are very delighted to welcome this exciting beverage brand to our portfolio and to work together with such passionate and creative founders, who have rich experience in the industry. We look forward to new business opportunities and accelerated growth of GAGA throughout Thailand and internationally. GAGA’s beverage category will solidify and complement our existing food brand portfolio. Its members have strong engagement with the brand and is a testament to its brand strength. We will capitalize on this partnership to cement Minor Food’s leading position in Thailand’s restaurant and food retail industry.”

Anhul Chauhan, CEO of Minor Food, added, “Given GAGA’s strong brand recognition both offline and online, the brand has great potential to scale. Together with its ambitious founders, we aim to drive expansion on top of 29 existing stores. In addition to Thailand as the brand’s home-grown market, we can leverage on Minor Food’s strong international presence to bring the brand to other potential overseas markets in Asia and the Middle East.”

**About Minor International:** Minor International (MINT) is a global company focused on three core businesses: hospitality, restaurants and lifestyle brands distribution. MINT is a hotel owner, operator and investor with a portfolio of over 520 hotels under the Anantara, Avani, Oaks, Tivoli, NH Collection, NH, nhow, Elewana, Marriott, Four Seasons, St. Regis and Radisson Blu brands in 56 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe, South and North America. MINT is also one of Asia’s largest restaurant companies with over 2,400 outlets system-wide in 24 countries under The Pizza Company, The Coffee Club, Riverside, Benihana, Thai Express, Bonchon, Swensen’s, Sizzler, Dairy Queen, Burger King and Coffee Journey brands, in addition to over 1,000 outlets of MINT’s strategic alliances (i.e. S&P and BreadTalk). MINT is one of Thailand’s largest distributors of lifestyle brands and contract manufacturers. Its brands include Anello, BergHOFF, Bossini, Charles & Keith, Esprit, Joseph Joseph, Radley, Zwilling J.A. Henckels and Minor Smart Kids. For more information, please visit [www.minor.com](http://www.minor.com).