

JAB Names José Cil as Chairman of its Restaurant Platform

Appointment Reinforces Initiative to Drive New Era of Growth Across the Portfolio of Admired Brands, including Panera Bread, Einstein Bros. Bagels, Caribou Coffee, Pret A Manger and Espresso House

Cil to Focus on Creating High-Performing Cultures and Teams that Deliver Value to its Guests and Profitable Growth to its Franchisees and Investors

LUXEMBOURG – May 16, 2025 – JAB today announced the appointment of José Cil as Chairman of the firm’s restaurant platform, where he will focus on driving a new era of growth across a portfolio of iconic fast-casual brands, including Panera Bread, Einstein Bros. Bagels, Caribou Coffee, Pret A Manger and Espresso House. Mr. Cil will also serve as Chairman of each of those brands, and work with the brand leadership teams to build high-performance, guest-centric cultures aimed at delivering exceptional experiences to their guests and profitable growth to their franchisees and JAB’s investors.

“José is an experienced leader with a remarkable track record of success building winning teams and growing well-known restaurant brands across the globe,” said Joachim Creus, Managing Partner, co-CEO and Chairman at JAB. “Working alongside our leadership teams, we look forward to José instituting a new era of growth across the platform and drive best-in-class returns for our franchisees and investors.”

“Panera, Pret, Einstein Bros., Caribou, Espresso House are truly iconic brands with tremendous growth potential,” said Mr. Cil. “Guests absolutely love these brands,” continued Mr. Cil. “I look forward to working with JAB and each of the brand leaders to build high-performance teams and cultures, a guest-first mindset and to accelerate growth and franchise profitability across our portfolio of iconic brands,” said Mr. Cil.

Mr. Cil most recently served as CEO of Restaurant Brands International (“RBI”) [NYSE: QSR], one of the world’s largest quick service restaurant companies, which owns the Burger King, Tim Hortons, Popeyes and Firehouse Subs brands. In that role, Mr. Cil helped grow that business to more than \$40 billion in system-wide sales and 30,000 restaurants in more than 100 countries. He also oversaw the global expansion of Burger King, Popeyes and Tim Hortons, the acceleration of unit and same-store sales growth of Popeyes in the United States, the successful reinvigoration of Tim Hortons in Canada, and the acquisition of Firehouse Subs, while driving strong financial results for RBI and its shareholders.

Prior to leading RBI, Mr. Cil served in various leadership positions over the course of a 20-year career at Burger King, including as Global President of Burger King and President of Burger King EMEA. He also currently serves as a Board member of Norwegian Cruise Line Holdings Ltd. [NYSE: NCLH] and private equity-owned Restaurant Brands Europe.

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About JAB

JAB is an investment holding company that invests in insurance and consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency. JAB is the controlling shareholder of Coty Inc., a global leader in beauty, and JDE Peet's, the world's leading pure-play coffee and tea company. It is the anchor shareholder of Krispy Kreme, Inc., a global leader in freshly delivered doughnuts, and a significant shareholder of Keurig Dr Pepper Inc., a leader in the North American beverage industry. Together with JAB Consumer Partners, JAB is the controlling shareholder of National Veterinary Associates, one of the world's largest animal care services platforms; Independence Pet Holdings, a leading provider of pet insurance in North America; Pinnacle Pet Group, a leading provider of pet insurance in Europe; Panera Brands Inc., one of the largest fast casual restaurant companies in the United States, which includes Panera Bread, Caribou Coffee and Einstein Bros. Bagels; Pret A Manger, a global leader in the ready-to-eat fresh food market; and Espresso House, the largest branded coffee shop chain in Scandinavia.