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SUBWAY® RESTAURANTS WORLD HEADQUARTERS LAUNCHES SUBWAY® DIGITAL GROUP
Global Sandwich Chain to Transform Guest Experience

Milford, CT (June 8, 2016) – The launch of SUBWAY® Digital, a new division for SUBWAY® restaurants, kicks off a multi-faceted, multi-year guest experience revolution for the quick-service leader. Created in collaboration with Accenture (NYSE: ACN), a leading global professional services company, SUBWAY® Digital will build a comprehensive omni-channel strategy and implementation support team to enhance engagement and build loyalty.

“We’ve worked to provide guests with a fresh and innovative experience for 50 years,” said Suzanne Greco, SUBWAY® restaurants president and CEO. “We were the first to bake bread fresh daily, and the first to offer guests the opportunity to customize their sandwiches. With the creation of SUBWAY® Digital we are committed to making the guest experience as meaningful, convenient and contemporary as possible, across all channels.”

Brad Humphries, retail lead for North America at Accenture, added, “Consumers expect their experience to be personalized and the new ‘standard’ is set by companies innovating with digital technologies. Consumer expectations continue to shift rapidly and brands need to respond in kind. Accenture is proud to be teaming with Subway, one of the world’s most authentic brands, to launch SUBWAY® Digital with an ambitious innovation agenda that will change the way their customers experience the ‘Live Fresh’ brand promise.”

The SUBWAY® Digital team is evaluating all aspects of technology, from consumer-facing loyalty programs and the SUBWAY® App to back-end design, identifying new initiatives to personalize engagement with guests. New initiatives will be announced as they are developed, as early as 2017.

“There’s no end in sight when it comes to guest engagement,” said SUBWAY® restaurants CIO and CDO Carman Wenkoff. “We are looking at everything, and our work will be constantly evolving over the next several years. We’ll be searching for top digital marketing and technology talent to join our growing team at headquarters as we plan for 2017 and beyond.”

About SUBWAY® restaurants

Customers in 112 countries have easy access to a fresh line-up of vegetables for their made-to-order sandwiches and salads at any of the more than 44,000 franchised locations. The company, founded 50 years-ago by then 17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with thousands of dedicated franchisees/entrepreneurs in neighborhoods around the world, providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information. This

has been a priority for the SUBWAY® restaurants chain for many years. To learn more, visit www.subway.com. SUBWAY® is a registered trademark of Subway IP Inc.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit www.accenture.com.

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