



Subway® to Combine its North America Media & Creative Business with Appointment of Dentsu Aegis Network

Milford, CT (Dec. 11, 2017) - Subway® restaurants announced today a major shift in its marketing strategy. For the first time in more than 25 years, the sandwich chain is consolidating its U.S. and Canadian media and creative business, with Dentsu Aegis Network. Beginning in early 2018, The Franchise @ Dentsu Aegis Network North America, a customized team powered by talent across the Dentsu Aegis Network, including Carat NY and mcgarrybowen NY, as well as Carat Canada and DentsuBos, will lead the company's strategy to drive efficiency and effectiveness across all channels.

An integrated Dentsu Aegis team of QSR experts will lead a customer centric, people based marketing approach to help Subway drive its business transformation across the region. The team will grow Subway's brand vitality with consumers, with talent based in New York, Toronto, and Montreal.

"This is a pivotal time for Subway as we are accelerating our transition to becoming a modern marketing organization," said Karlin Linhardt, Senior Vice President of Marketing for North America at Subway. "We selected Dentsu Aegis because it is a data-driven organization with the resources, strategic vision and creativity needed to drive consistent value for our customers and our franchisees across all channels."

"Subway is an iconic brand, and we are proud that they have chosen Dentsu Aegis Network as their integrated marketing partner to help drive their growth across North America. We look forward to innovating the way Subway engages with consumers with expertise across data, creative, and media," said Nick Brien, CEO, Americas, Dentsu Aegis Network.

Subway initiated its comprehensive U.S. and Canada national agency review in July 2017. The review did not impact the company's specialty and local agencies, or agencies outside the United States and Canada.

Subway retained the services of MediaLink to assist in the agency review process.

About Subway® Restaurants

Subway® offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day. Guests choose from 37 million combinations of quality proteins, fresh vegetables, and bread baked daily. The world's largest restaurant chain serves nutritious and delicious subs, soups, and salads at more than 44,000 restaurants in 113 countries. The Subway® experience is also delivered online at www.Subway.com and through the Subway® App, available in select markets at the Apple App Store and Google Play.

Founded by then 17-year-old Fred DeLuca and family friend Dr. Peter Buck more than 52 years ago, Subway® is still a family-owned business today working with more than 21,000 dedicated franchisees in communities around the world.

Subway® is a registered trademark of Subway IP Inc.