



Subway® and Tastemade Create First-of-Its-Kind Partnership to Drive Global Food Innovation

Milford, Conn./Santa Monica, Calif. (Aug. 7, 2018) - Today, Subway®, the world's largest restaurant chain, and Tastemade, a modern media brand inspiring the taste of a generation through entertainment, commerce and experiences, announced a strategic partnership to leverage consumer trends and insights to drive innovation and bring good food to people around the world. The unique, first-of-its-kind partnership will include thematic culinary explorations, data-driven menu inspiration, trend intelligence, global insights, and marketplace innovation.

Subway's partnership with Tastemade represents a truly global collaboration that will create a stronger food innovation pipeline and points of cultural connections for consumers. By tapping into Tastemade's network of hundreds of tastemakers, Subway will reach people in every corner of the globe in new and engaging ways and leverage insights on how to create more locally-relevant menus to deliver a more contemporary food experience.

"Global innovation is key to driving our brand forward, and we are disrupting the way we've traditionally managed the process, which includes bold new strategic partnerships like the one we've crafted with Tastemade," shared Len Van Popering, Subway's VP of Global Brand Management & Innovation. "Through its global network of tastemakers and rich data-driven insights, Tastemade has its finger on the pulse of how people interact with, think about, and are influenced by food—and through this partnership, those insights will be embedded in Subway's food innovation around the world."

With over 2.5 billion monthly video views, and studios/channels in seven countries/languages, Tastemade has developed a large and engaged Millennial audience by creating compelling video programming optimized for today's leading platforms. The company's Tastemakers live and work in dozens of countries that overlap with Subway's global footprint of about 44,000 restaurants in more than 100 countries.

"Every day, we use data and insights to create compelling content for our viewers across all digital platforms around the world. We are thrilled to be able to tap into years of consumer trends and insights in a new way, to help fuel real innovation for Subway," said Oren Katzeff, Global Head of Programming at Tastemade.

The partnership will include curated innovation events, food and flavor trend insights, and joint food development with today's consumer front and center. The global collaboration will focus initially on North America and Latin America.

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 about 44,000 restaurants in more than 100 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, working with more than 21,000 dedicated franchisees in communities around the world.

Subway® is a registered trademark of Subway IP Inc.

About Tastemade

Tastemade is a modern media brand inspiring the taste of a generation through entertainment, commerce and experiences. The company creates award-winning video programming in Food, Home and Travel, which appears on all major digital, mobile, streaming OTT and linear TV platforms. The company reaches a global audience of over 250 million monthly active viewers, streaming 2.5 billion views, and has built an engaged, passionate, global community. Tastemade has won a host of awards for its innovative video programming, including two James Beard Awards. Based in Santa Monica, CA, Tastemade is funded by Redpoint Ventures, Raine Ventures, Comcast Ventures, Liberty Media, Scripps Networks Interactive, and Goldman Sachs. For more information, visit Tastemade at: www.tastemade.com.

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