Sphera Franchise Group

Investor & Analyst Call

H1 2025 Results

29.08.2025


Agenda for today’s call

1. H1 2025 Highlights
2. Brand performance
3. Business updates
4. Q&A session

SPHERA

KFC Pizza Hut TACO BELL

cioccolatitaliani

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Therefore, the final results achieved may vary significantly from the forecasts, and the variations may be material.

Welcome to SFG H1 2025 Results Call

Călin Ionescu

Chief Executive Officer

Valentin Budeș

Chief Financial Officer

Zuzanna Kurek

Investor Relations Officer

H1 2025 Results Highlights

SPHERA

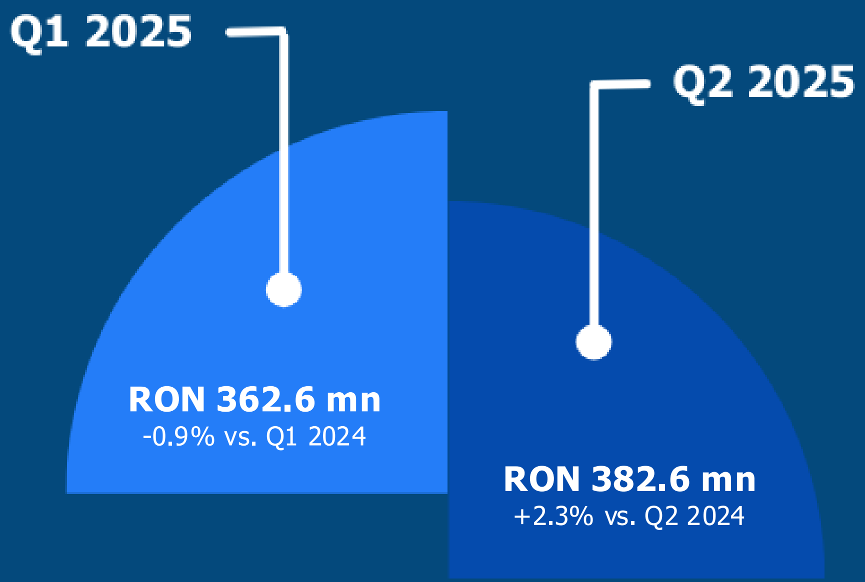
KFC TACO BELL

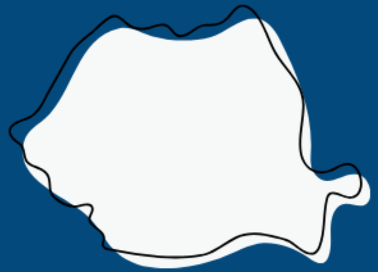
cioccolat italiani

Key H1 2025 Highlights

excl. IFRS16

H1 2025 Consolidated Sales





RON 638.5 mn
-0.1% vs. H1 2024

RON 93.1 mn
+3.9% vs. H1 2024

RON 13.6 mn
+24.5% vs. H1 2024

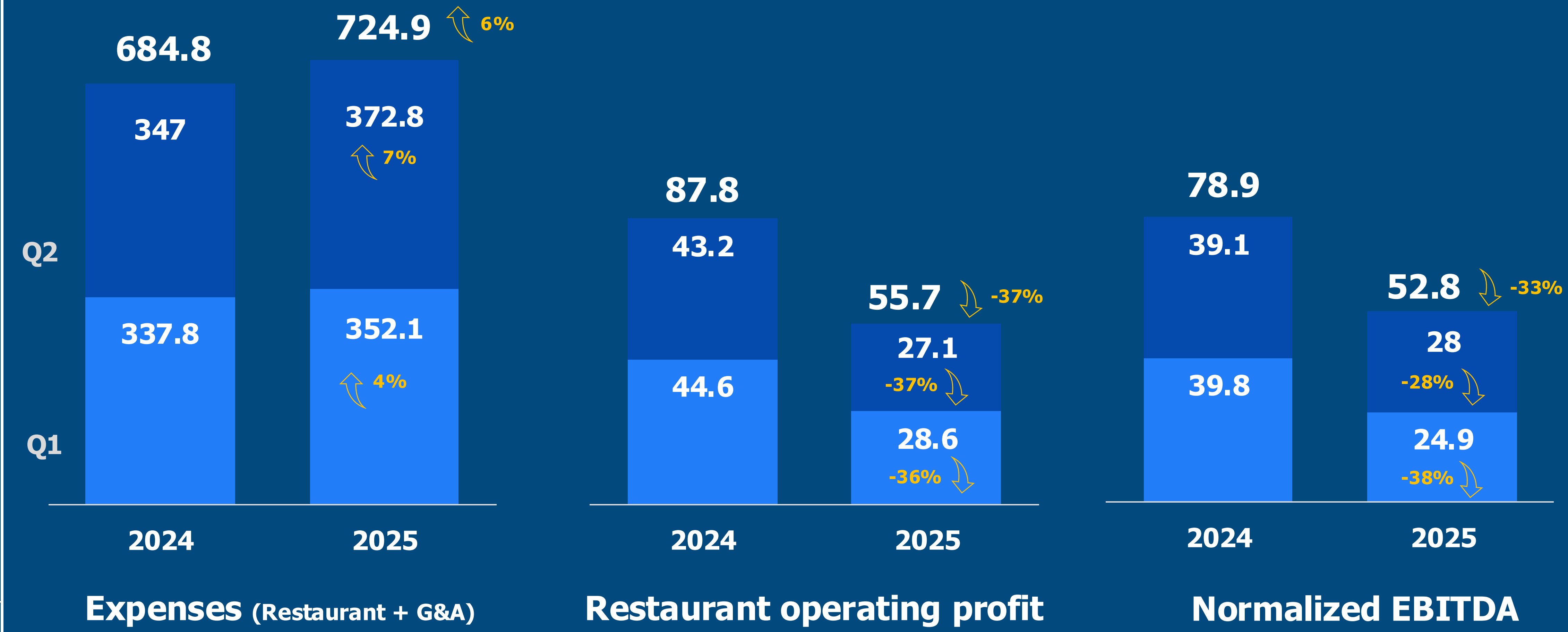
KFC
RON 641.7 mn
-0.4% vs. H1 2024

Pizza Hut
RON 53.4 mn
+0.5% vs. H1 2024

TACO BELL
RON 50.1 mn
+18.4% vs. H1 2024

Evolution of key indicators

in RON m, excl. IFRS16



Q2 2025 key financials

in RON m, excl. IFRS16

Data in RON'000	Q2'25	Q2'24	Y/Y %
Restaurant sales	**382,622**	**374,085**	**2.3%**
Other restaurant income	**339**	**247**	**37.0%**
Restaurant expenses	355,862	331,173	7.5%
Restaurant operating profit	**27,099**	**43,159**	**-37.2%**
General & Admin expenses	16,967	15,806	7.3%
EBITDA	**26,364**	**39,127**	**-32.6%**
Normalized EBITDA	**27,982**	**39,127**	**-28.5%**
Operating profit	10,132	27,353	-63.0%
Finance costs	2,752	2,596	6.0%
Finance income	242	118	104.8%
Profit before tax	**7,623**	**24,876**	**-69.4%**
Income tax expense	2,853	5,674	-49.7%
Profit for the period	4,770	19,202	-75.2%
Normalized profit for the period	**9,849**	**19,202**	**-48.7%**

In Q2 2025, SFG recorded **total sales of RON 382.6 million, up 2.3% YoY**. This modest growth was influenced by political instability and the discussions around the imminent fiscal measures to address the budget deficit.

At the level of **restaurant expenses**, all categories except advertising rose in Q2 2025 at a faster pace than sales, increasing 7.5% YoY.

Food and material costs increased by 4.7% YoY to RON 122.1 million, driven mainly by higher poultry prices.

Normalized EBITDA margin decreased 3.1 pp YoY, due to cost inflation, particularly on payroll and other operating expenses, which continued to erode the margins.

Normalized net profit decreased 48.7% YoY, to RON 9.8 million in Q2 2025 due to limited capability to restrain operating costs in the context of lower than expected sales and inflationary environment.

H1 2025 key financials

in RON m, excl. IFRS16

Data in RON'000	H1'25	H1'24	Y/Y %
Restaurant sales	**745,209**	**740,009**	**0.7%**
Other restaurant income	**2,321**	**1,019**	**127.8%**
Restaurant expenses	691,873	653,259	5.9%
Restaurant operating profit	**55,656**	**87,769**	**-36.6%**
General & Admin expenses	33,004	31,564	4.6%
EBITDA	51,213	78,907	-35.1%
Normalized EBITDA	**52,830**	**78,907**	**-33.0%**
Operating profit	22,652	56,205	-59.7%
Finance costs	4,357	5,235	-16.8%
Finance income	359	174	106.4%
Profit before tax	**18,654**	**51,144**	**-63.5%**
Income tax expense	6,070	10,492	-42.1%
Profit for the period	12,584	40,652	-69.0%
Normalized profit for the period	**17,664**	**40,652**	**-56.5%**

In H1 2025 sales across the Group increased 0.7%, reaching RON 745.2 million, with this moderate increase being impacted by a continued consumer caution trend amid political and economic uncertainty and a strong base effect from H1 2024.

The restaurant expenses amounted, in H1 2025, to RON 691.9 million, a 5.9% increase, outpacing the growth in the restaurant sales. Due to inflationary pressures, all categories except advertising and royalties, increased at faster pace than sales.

Food and material costs grew moderate 2%, to RON 237.5 million, driven by the cost-pressures on the supply chain experienced in Q2 2025.

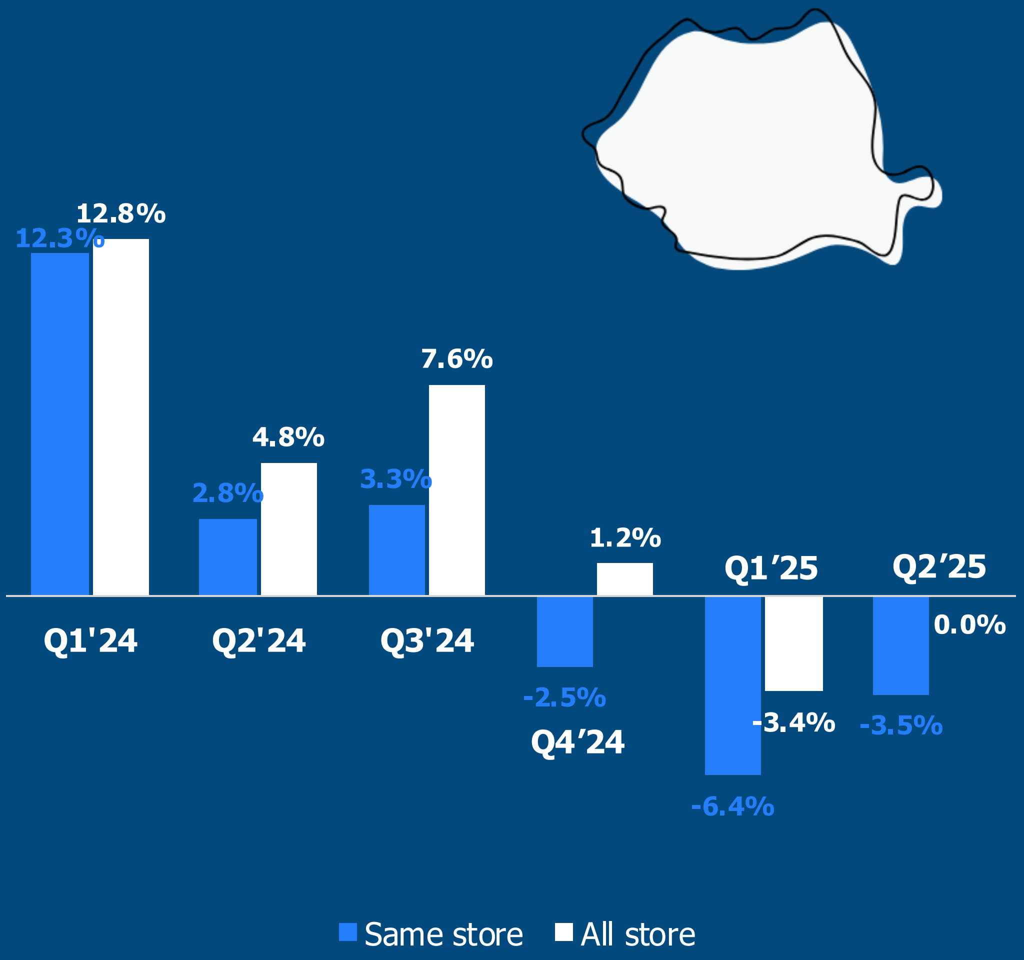
Normalized EBITDA margin decreased 3.6pp YoY, due pressure on margins and cost inflation, particularly on payroll and other operating expenses.

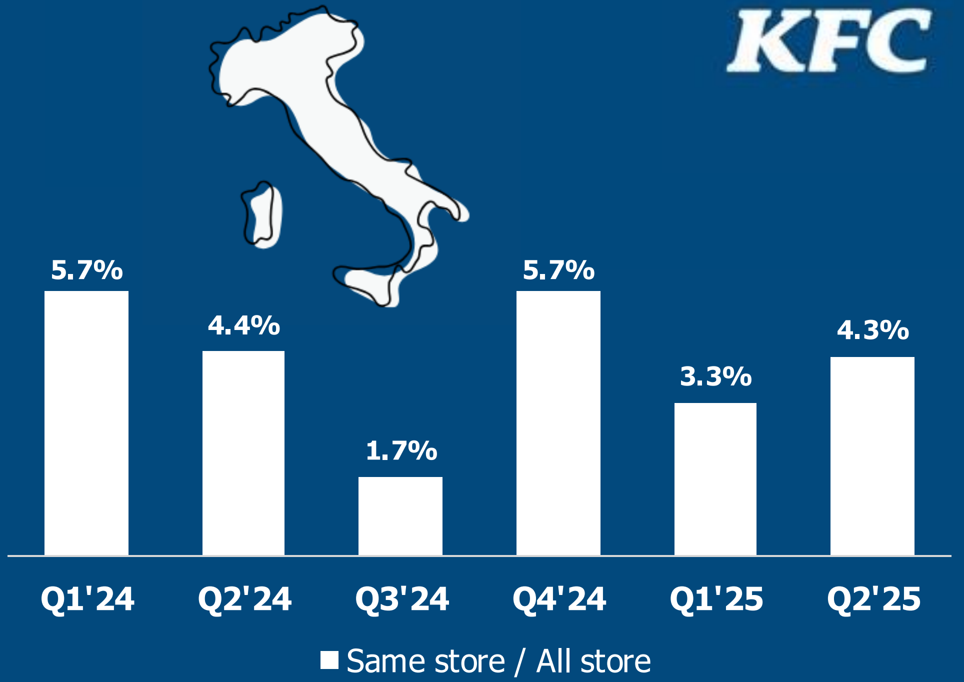
The decline of 69% in **net profit**, to RON 12.6 million, was driven by a combination of elevated operating expenses, especially payroll and other operating costs, stagnant sales in Romania, margin compression, and a 35.1% drop in EBITDA.

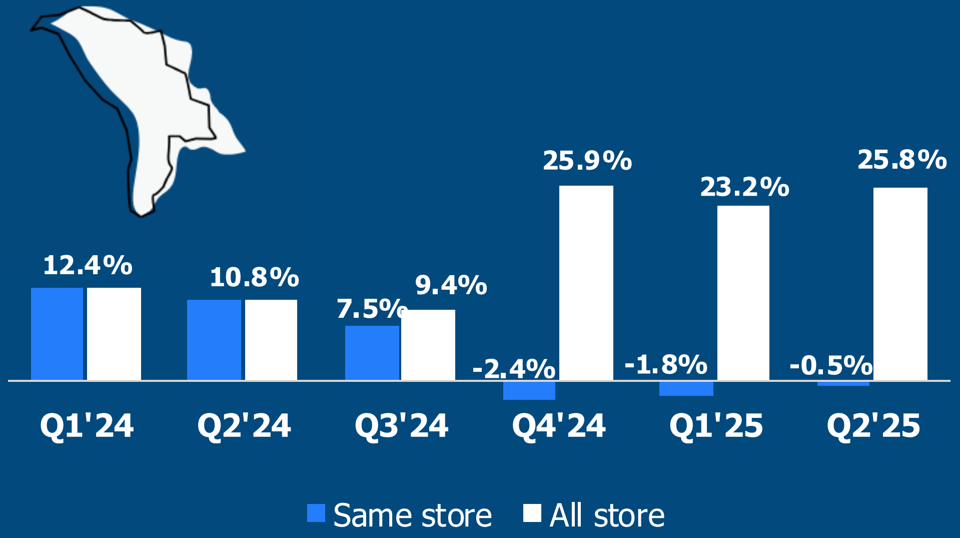
Brand performance

Marketing KFC

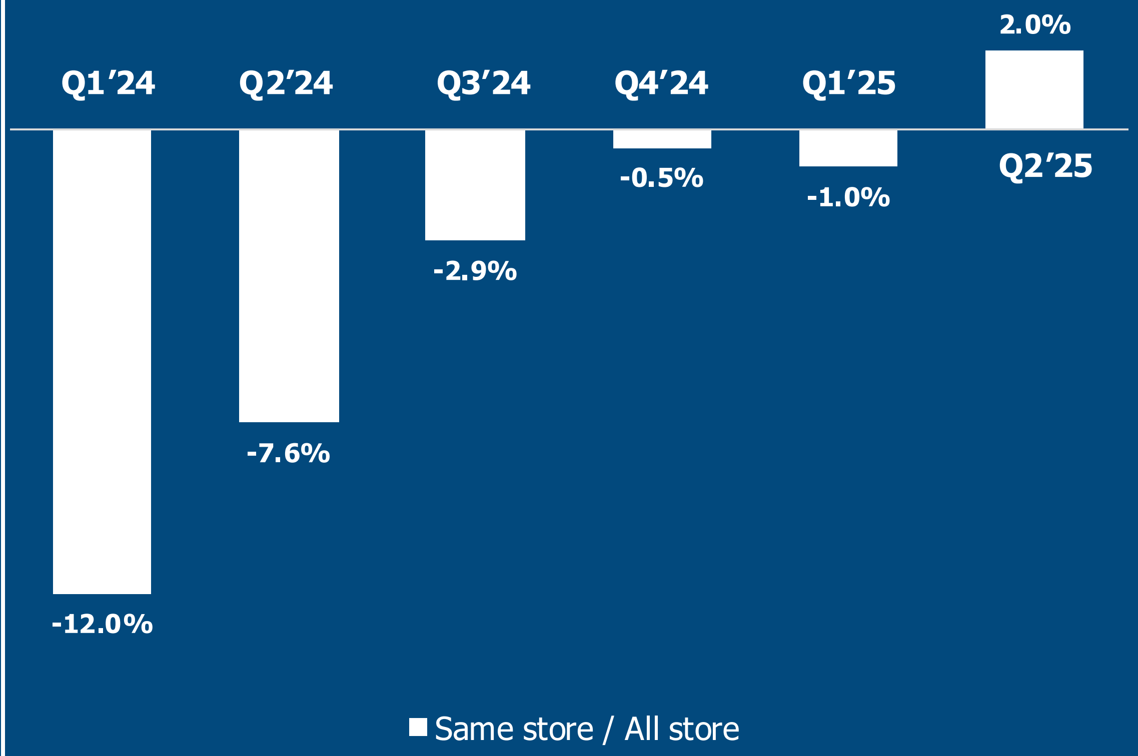
Sales brand performance: KFC



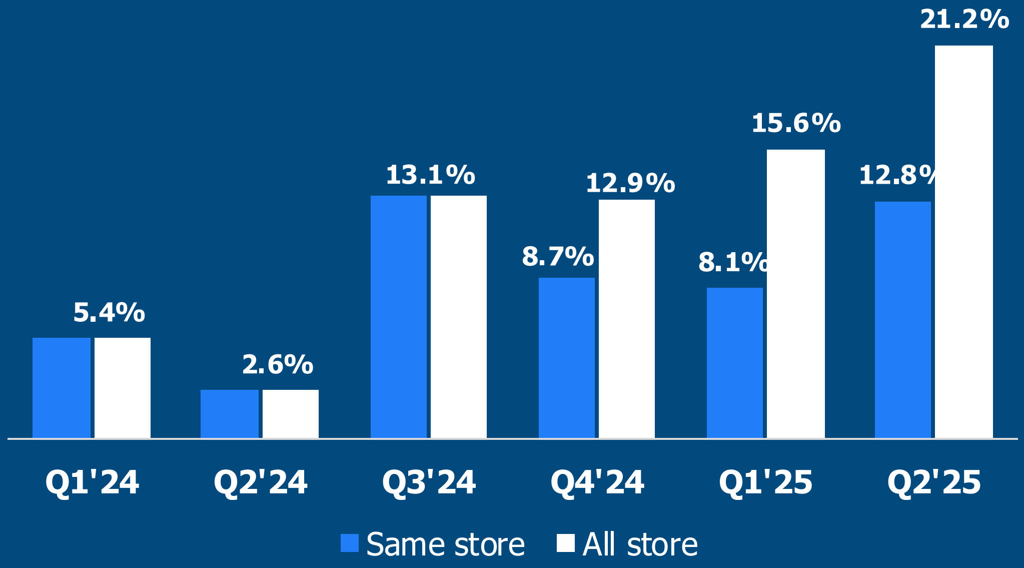




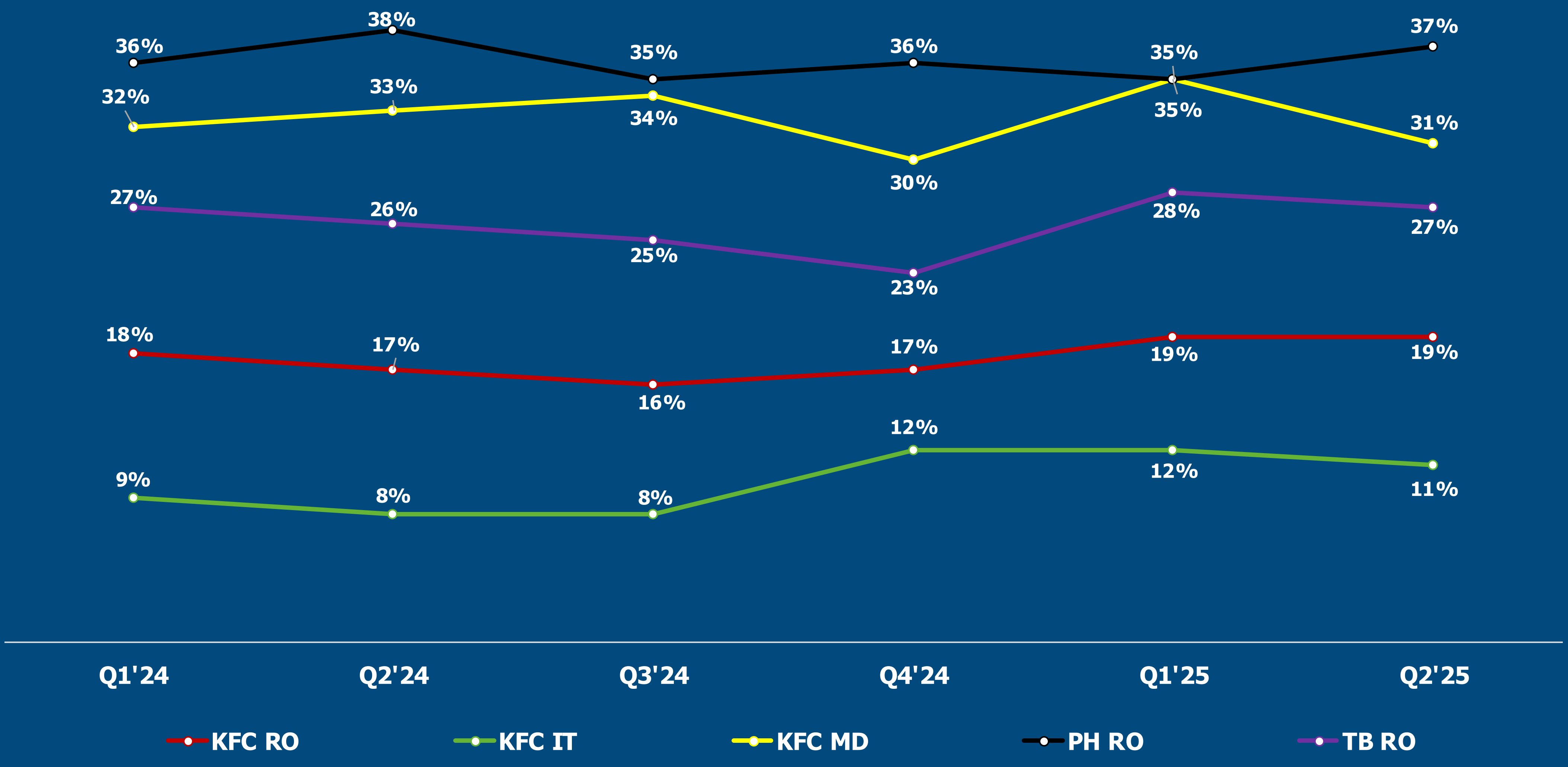
Sales brand performance: Pizza Hut



Sales brand performance: Taco Bell



Evolution of orders for delivery



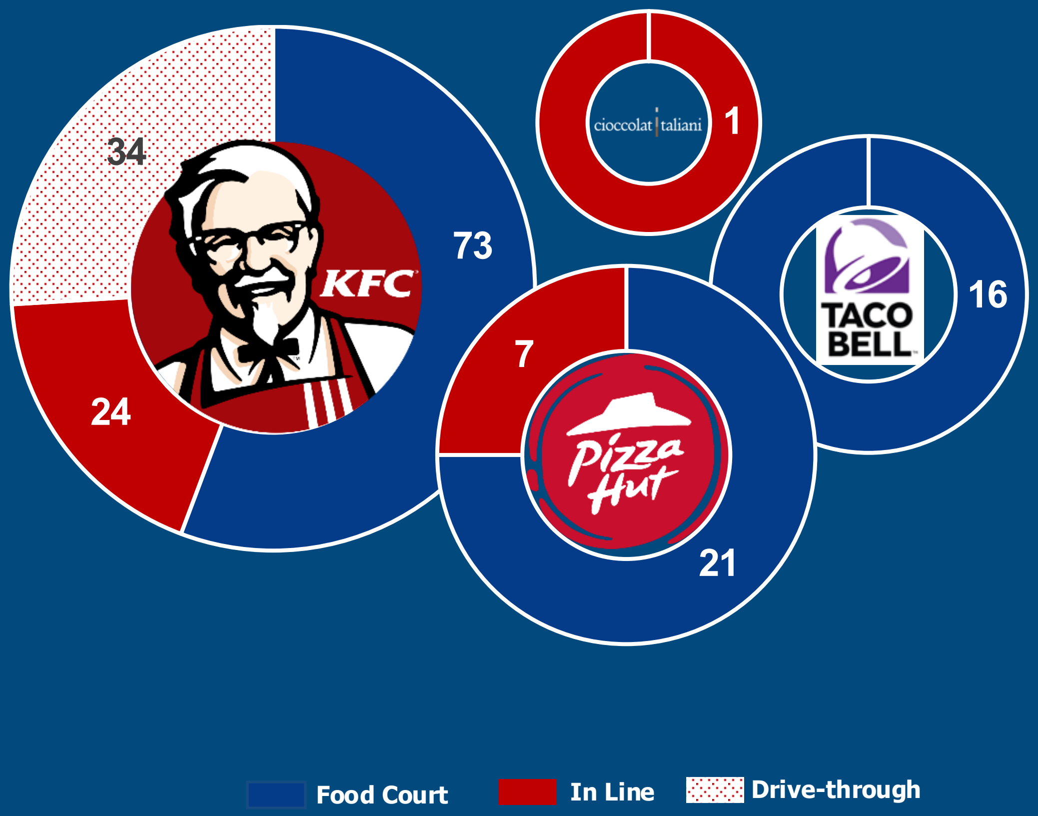
Business updates

Business

In Q1 2025, Sphera opened one new restaurant – a KFC drive-thru unit in Galati, Romania. In Q2 2025, Sphera opened 3 new restaurants – two KFCs in Romania, both being a food-court locations, one in Mall Moldova in Iasi, and another in Pitesti NEPI Retail Park, as well as the first Cioccolatitaliani location in Italy, in Riccione, within the Rimini tourist area.

As of June 30th, 2025, Sphera Franchise Group operated 177 restaurants: 110 KFC restaurants in Romania, 3 in Moldova and 18 in Italy, as well as 28 Pizza Hut restaurants in Romania, 16 Taco Bell restaurants in Romania, 1 Cioccolatitaliani restaurant in Italy and one Pizza Hut Delivery sub-franchise.

Network as of 30.06.2025



NOTE: 1 PHD sub-franchise not included above.

Revised 2025 Budget

in RON m, excl. IFRS16

Indicator	2025 Updated Guidance			2025 Approved Budget		2025 Updated Guidance vs 2025 Approved Budget	
	RON millions ← [Range] →		% Sales [Range Average]	RON millions	% Sales	% ← [Range] →	
Total Sales (*)	**1600.0**	**1650.0**	**100.0%**	**1738.2**	**100.0%**	**-7.9%**	**-5.1%**
EBITDA normalized (excluding IFRS 16 impact) (*)	**140.0**	**150.0**	**8.9%**	**194.3**	**11.2%**	**-27.9%**	**-22.8%**
Profit for the year normalized (*)	**63.0**	**70.0**	**4.1%**	**105.2**	**6.1%**	**-40.1%**	**-33.5%**
Free Cash Flow 1) (*)	**62.0**	**72.0**		**95.6**			

(*) Financial indicators included in Sphera Franchise Group S.A. Remuneration Policy relevant for variable remuneration calculation.

1) Free Cash Flow = EBITDA - Δ Working Capital - Investments

Capital markets

H1 2025 evolution share price vs. market

SFG: **-5%**

SFG-TR: **-3%**

Liquidity: **+40% YoY**

BET: **+12%**

BET-TR: **+17%**

RON 1.09 gross dividend per share was paid on June 6th.

Q&A session

SPHERA

KFC

TACO BELL

cioccolatitaliani

Thank you for joining us!

Sphera Franchise Group's consolidated H1 2025 results are available for download our website: **www.spheragroup.com.**

The recording of this conference call will be available on our website shortly.

For any follow-up questions related to Sphera Franchise Group's activity on the Bucharest Stock Exchange, please contact **Zuzanna Kurek**, IRO, at: **investor.relations@spheragroup.com.**