

Subway® Korea has appointed Cheong Oh SW as Master Franchise partner

35 years of strategy and experience with strong expectations for growth into a brand that delivers long-term value to existing franchisees and guests

SEOUL, South Korea (15 December 2025) – Subway® has entered into a master franchise agreement with Cheong Oh SW Co., Ltd., a subsidiary of Cheong Oh DPK Co., Ltd., representing an important milestone in the brand’s expansion within South Korea. Cheong Oh DPK is the master franchisee of Domino’s Pizza South Korea.

Under the agreement, Cheong Oh SW will support the stable operation of existing Subway restaurants while assuming full responsibility for the brand’s nationwide expansion, management, and development in South Korea.

“We are pleased to welcome Cheong Oh SW as our master franchise partner in South Korea,” said Joseph Hsu, President of Subway Asia Pacific. “Their leadership and expertise will help drive the next chapter of growth for Subway, strengthening our position as the leading sandwich destination and meeting the growing demand in the market.”

Cheong Oh DPK has successfully operated Domino’s Pizza—the world’s number one pizza brand—in Korea for more than 35 years, since 1990, establishing the brand as the market leader in the domestic pizza franchise sector. Leveraging its extensive experience and proven franchise strategy, Cheong Oh aims to position Subway as a key growth brand in South Korea’s highly competitive foodservice market.

The company plans to reinforce Subway’s brand value by applying its franchise management know-how, introducing innovative operational systems tailored to the rapidly evolving digital environment, and developing menu offerings aligned with the growing “better-for-you” consumer trend. These initiatives are expected to enhance the guest experience while providing stronger support to franchise partners.

“Subway is already a well-loved brand in South Korea, and we’re excited to build on that success,” said Kwang Hyun Oh, Chairman and CEO, Cheong Oh DPK. “Our goal is to take the brand to the next level by delivering exceptional experiences for guests and creating long-term value for franchisees.”

About Subway Restaurant

As the global sandwich leader, Subway serves freshly made sandwiches at a great value to millions of guests around the world in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by a network of thousands of dedicated Subway franchisees who are passionate about consistently delivering a high-quality, convenient guest experience and contributing positively to their local communities.

About Cheong Oh DPK Co., Ltd.

Cheong Oh DPK Co., Ltd. is a leading quick service restaurant operator in South Korea. With more than 35 years of experience in the food service industry, Cheong Oh DPK manages a nationwide network of restaurants and owns extensive infrastructure, including logistics, commissaries, and technology platforms. The company is recognized for its commitment to innovation, operational excellence, and long-term growth alongside franchise partners.



Cheong-O DPK Chairman Oh Kwang-hyun and Subway Asia-Pacific Regional President Joseph Hsu

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