

Subway® to Triple Footprint in Pakistan with Blue Sub (Pvt.) Ltd

New master franchise agreement with Blue Sub (Pvt.) Ltd will accelerate Subway's growth in Pakistan, adding more than 200 restaurants over the next decade

26th August 2026: Subway® is set to triple its footprint in Pakistan under a new master franchise agreement with Blue Sub (Pvt.) Ltd, with a commitment to open 200 new restaurants across the country over the next decade.

Blue Sub (Pvt.) Ltd will become Subway's exclusive master franchise partner in Pakistan, leading the development and operation of the brand across the market, bringing Subway to even more guests nationwide.

The agreement is the latest milestone in Subway's international growth strategy. It marks the brand's fifth new master franchise agreement across EMEA in less than 18 months, following partnerships covering the Nordics, Spain and Portugal, Qatar and Azerbaijan.

With extensive experience managing and developing modern restaurant brands, the team behind Blue Sub (Pvt.) Ltd brings a deep understanding of the local market, helping reinforce Subway's presence in this rapidly growing region.

"Pakistan is a dynamic market with incredible potential, and Blue Sub (Pvt.) Ltd is the right partner to help unlock that opportunity," says **Tracy Gehlan, President of Europe, the Middle East and Africa at Subway**. "Their market expertise and proven track record of operational excellence will allow us to accelerate our growth as we continue to welcome even more guests in EMEA."

As part of the agreement, Blue Sub (Pvt.) Ltd will continue to roll out Subway's newest restaurant design, invest in new digital ordering experiences, sharpen operational efficiency and deliver a great guest experience in every location.

"We're excited to be partnering with Subway to redefine the quick-service dining experience in Pakistan, focusing on exceptional service, high-quality ingredients and a greater digital experience for every guest," says **Dr. Hassan Mansoor, CEO at Blue Sub (Pvt.) Ltd**. "This agreement not only reflects our aligned vision and confidence in the growing demand for Subway across the region but marks an exciting step in our ambition to provide freshly made, convenient, and affordable meals to our guests."

The Subway brand continues to pursue ambitious international expansion, collaborating with strong operators, such as Blue Sub (Pvt.) Ltd, to drive growth and ensure a consistent, high-

quality experience for guests across EMEA.

About Subway® Restaurants

Subway serves freshly made, customisable meals to millions of guests every day. Each order is hand-crafted using crisp vegetables, freshly baked bread and simple, quality ingredients that help keep guests energised. Around the world, Subway's more than 35,000 restaurants are independently owned and operated by thousands of dedicated franchisees who serve their local communities with great tasting, accessible food at a compelling value. Subway® is a globally registered trademark of Subway IP LLC or one of its affiliates. © 2026 Subway.

About Blue Sub (Pvt.) Ltd

Blue Sub (Pvt.) Ltd is the master franchisee for Subway® in Pakistan, responsible for the development, operation, and growth of the brand across the country. Committed to delivering fresh, high-quality, and made-to-order dining experiences, Blue Sub (Pvt.) Ltd. combines global brand standards with local market expertise to serve the evolving tastes and preferences of Pakistani consumers. Focused on operational excellence, customer satisfaction, and sustainable growth, Blue Sub (Pvt.) Ltd is expanding Subway's footprint across Pakistan through strategic investments, innovation, and strong franchise partnerships. The company is dedicated to enhancing the quick-service restaurant landscape by providing exceptional guest experiences while creating long-term value for its customers, employees, franchisees, and communities.

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