Subway® EMEA accelerates expansion to double footprint by 2031

Subway is expanding with new and existing partners as it reimagines the restaurant experience across the region

AMSTERDAM, 3 November 2026 – Subway® is accelerating its restaurant expansion across Europe, the Middle East and Africa (EMEA) with the aim to double its footprint to 10,000 restaurants by 2031*. This builds on a year of strong performance with new and existing partners and the launch of Blueprint, a reimagined restaurant and brand experience.

Highlights from the year across EMEA include:

- Positive net restaurant growth as partners continue to invest in the brand.
- Average unit volumes at a record high reflecting strong guest demand.
- Digital sales up over 20% year-to-date as more guests order through Subway's app, kiosks and delivery platforms.

Subway is growing through new strategic partnerships, including an expanded development agreement with ASDA that will see up to 70 new restaurants open over the next four years in the UK, increasing the number of Subway restaurants in ASDA stores by more than 50%. The agreement comes after a successful year for ASDA that saw it expand its portfolio to over 120 Subway restaurants.

In the last 18 months, Subway has also signed six new Master Franchise agreements in EMEA, spanning 14 countries across Central Europe, Azerbaijan, the Nordics, Iberia and Qatar. Most recently, Subway announced a new agreement with Emerging Bites to open 300 restaurants across Austria, Hungary, Slovakia, Slovenia and the Czech Republic over the next ten years, as well as opening Subway's first restaurants in Azerbaijan with N Sky Build.

"We're building on a strong foundation across EMEA, with significant opportunities to grow in both existing and new markets," **said Tracy Gehlan, President, Subway EMEA**. "Our ambition to double our footprint reflects our confidence in the brand, our development partners and the long-term potential across the region. By expanding in the right locations and improving the experience for our guests and franchisees, we can continue bringing Subway to more guests in EMEA."

As part of its growth strategy, Subway is also focused on strengthening restaurant economics and helping franchisees increase sales and profitability. Central to this is Blueprint, a reimagined restaurant and brand experience. It brings together a fresh look and feel and a new brand position, Get Your Own Way, along with new occasions including breakfast and coffee, Grab & Go and Subway After Dark, an evening experience with a

different menu and mood.

From 1 January 2027, new Subway restaurants and remodels in EMEA will be built to the Blueprint design and operating model, making it the standard for Subway's growth across the region.

– ENDS –

Notes to editors

* Includes the regions of India, Bangladesh, Sri Lanka and Pakistan.

About Subway® Restaurants

Subway serves freshly made, customizable meals to millions of guests every day. Each order is handcrafted with crisp veggies, freshly baked bread, and simple, quality ingredients to keep guests energized. Around the world, Subway's thousands of 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.

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