



CALIBURGER ENTERS ALLIANCE AGREEMENT TO DEVELOP HIGH TECH BRAND IN ASIA PACIFIC

May 18, 2017 – Cali Group announced today that its wholly owned subsidiary, CaliBurger, has entered an alliance agreement with a newly formed company backed by private equity firms to relaunch the CaliBurger brand throughout Asia Pacific. Cali APA Limited will be led by Martin Lorenzo, an experienced restaurant operator and investor in Asia. Lorenzo has served as regional franchisee for brands such as Del Monte and Pepsi Cola and has also built his own restaurant brands into massive international chains. Cali APA Limited is also backed by private equity group, Abuna.

"With CaliBurger's increasing focus on growth in North America and its lead in restaurant technology innovation through its affiliated Cali Group companies, we needed a strong regional partner to manage and build the brand in Asia," said John Miller, Chairman and CEO of Cali Group. "Martin and his team are the smartest restaurant investors and operators in the region. We look forward to working with them to change the restaurant industry in Asia with our concept and related software systems."

"CaliBurger is the future of QSR," said Martin Lorenzo. "The technologies that CaliBurger has been deploying in its North America stores - ranging from FunWall gaming to robotic systems to loyalty program based on facial recognition - will allow us to build a premium burger brand in Asia that is highly differentiated from all others."

CaliBurger currently has outlets in Greater China, Malaysia, and Philippines. Cali APA Limited will initially focus on building a new model CaliBurger unit in Southeast Asia that incorporates the most recent designs and systems from North America as well as a new menu with additional localization. Cali APA Limited will build a pilot outlet and training center for the region and will start franchising the brand to qualified franchise partners throughout Asia and Australia later this year.

ABOUT CALIBURGER



CaliBurger is a 21st century classic California burger joint. Our founders are California-bred with global ambitions, bringing the best of California culture, technology, imagery and food to markets that have long craved the famous California style burger. CaliBurger provides a premium quality burger experience at an accessible QSR price point. CaliBurger now operates in 12 countries. CaliBurger's products feature the highest quality beef, top-grade chicken, hand-selected vegetables, zero trans-fat oils, sauces made in house, and hand-mixed shakes. Our made-to-order meals are always prepared in open kitchens, and our restaurants incorporate advanced technologies to create a unique dining experience. CaliBurger customers can enjoy a taste of California in an environment that looks, smells, and feels like California. For more information, please visit www.caliburger.com.

ABOUT CALI GROUP

Cali Group comprises CaliBurger, a global restaurant chain, and its affiliated technology companies. Cali Group is pioneering restaurant and retail operating systems that include software for: managing interactive gaming (online and offline); programming wearable digital signage to drive local foot traffic; automated processes related to ordering and cooking; intelligent delivery of food from kitchen to customers in local neighborhoods; real time detection of operating errors and pathogens; and facial recognition systems for loyalty and payment verification.