



CALI GROUP RESTAURANT SUBSIDIARY ENTERS AGREEMENT TO DEVELOP LATIN AMERICA REGION

California-style, Better Burgers Coming Soon To Latin America!

May 5, 2017 - Cali Group announced today that its subsidiary, CaliBurger, has entered an agreement with its existing master franchisee in Mexico to expand the brand throughout Latin America. The regional brand will be managed by a newly formed entity backed by private equity investors, called Cali-LatAm.

“With the growing awareness of the CaliBurger brand and Cali Group restaurant technology innovations in the global restaurant community, we have experienced tremendous interest from restaurant operators in different parts of Latin America,” said John Miller, Chairman and CEO of Cali Group. “While we focus on building new company owned stores in the USA, our partner in Mexico has the infrastructure, training stores, and operating team to support restaurant operators interested in developing CaliBurger units in countries throughout the region. We look forward to working with Cali-LatAm to enhance the restaurant industry in Latin America with our restaurant operating system.”

“We are excited to bring CaliBurger’s premium, Cali-style, better burger to Mexico and to the rest of Latin America,” said Brian Pierce, Partner, Cali-LatAm. “We are passionate about CaliBurger’s superior products, service, and technology, and we’re certain that the CaliBurger brand will be well-received by our guests in Latin America. We look forward to opening CaliBurger restaurants and working diligently to make it a top dining destination.”

In growing the brand beyond Mexico and into Central and South America, Cali-LatAm will seek to form strategic partnerships with best-in-class, multi-unit franchisee candidates to capitalize on CaliBurger’s attractive value proposition. “CaliBurger’s incorporation of the technology platforms developed by its sister companies makes the CaliBurger experience ten times different from any other QSR chain,” said Luis Vidal, Partner, Cali-LatAm. “We expect FunWall, Flippy, the digital loyalty program, and future Cali Group innovations to captivate customers in Latin America seeking the best premium burgers as well as new experiences in dining.” For more information about CaliBurger franchise opportunities in Latin America, please visit www.caliburgermx.com.



ABOUT CALIBURGER

CaliBurger is a 21st century revival of the 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, buns baked fresh, 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.

ABOUT CALIMEX AND CALI-LATAM

Based in the U.S. and in Mexico, CaliMex and Cali-LatAm were born to shepherd the growth of business into new and emerging markets. Our partnership encompasses over a century of restaurant and foodservice industry experience at a global scale. CaliMex and Cali-LatAm are the exclusive master franchisees for CaliBurger in Mexico, Central America, and South America. For more information, please visit www.caliburgermx.com, or contact us at info@caliburgermx.com.