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Yum China to acquire controlling stake in Huang Ji Huang Group

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Expanding its Chinese Dining Business

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Founded in 2004 and headquartered in Beijing, Huang Ji Huang has over 640 restaurants in China and internationally. The group operates primarily under a franchise model and its brand portfolio consists of "Huang Ji Huang," an industry-leading simmer pot brand, as well as "San Fen Bao," a newly launched Chinese fast food concept in China.

Yum China is the largest restaurant company in China, with over 8,700 restaurants as of June 30, 2019. With the addition of Huang Ji Huang, Yum China aims to gain a stronger foothold and enhanced knowhow in the Chinese dining space, which represents a significant share of the dining market in China. In addition, with Yum Chinaâ??s scale and system capabilities, and Huang Ji Huangâ??s track record of product R&D and brand management, the acquisition is expected to create synergies.