

SUBWAY® BRAND AMBASSADOR CHA EUN-WOO INTRODUCES SUBWAY MELT SERIES AS PART OF NEW BRAND POSITIONING ‘EAT FRESH FEEL GOOD’

Eat Fresh Feel Good emphasizes Subway®’s fresh ingredients that make you feel good with every bite. The Subway® Melt Series is the first to be launched as three fixed recipes with delicious meats, fresh vegetables, cheeses and Subway®’s signature sauces, optimized for flavor to deliver maximum satisfaction.

Subway® and CHA EUN-WOO Bring Melt-Worthy Moments to Singapore

Singapore, 16 August, 2023 — ‘Eat Fresh Feel Good’ recognizes and embraces the health-forward customers to remind fans and new guests why Subway® is a favorite fast food chain — with freshly baked bread, delicious meats, fresh vegetables, and cheeses, Subway® Subs are tasty and enjoyable, and you’ll feel good after eating it without the after-meal slump.

Fronted by Subway®’s new ambassador CHA EUN-WOO, ‘Eat Fresh Feel Good’ presents a new way to enjoy Subway® with the Subway Melt Series to bring ‘melt-worthy’ moments to all Singaporeans.

“For me, Subway® is like a daily necessity. It’s healthy, convenient, customizable – so I would often grab a Sub for a meal in between schedules or after my work-out,” said CHA EUN-WOO who is excited for his fans to try the newly launched Subway Melt Series. “I personally love Subway® and often eat their Subs, so I feel very pleased to have become Subway®’s brand ambassador.”

Introducing Subway Melt Series: Try It Our Way

To celebrate Subway®’s brand refresh ‘Eat Fresh Feel Good’, Subway® is launching the Subway Melt Series with the introduction of three new flavor-packed Subs lovingly crafted by Subway sandwich artists, treating fans to healthier ingredients and craveable flavors.

The three unique Subs for the Subway Melt Series are: Pizza Melt, NYC Beef Meatball Supreme, and Californian Avocado Club. Try it our way - The Subway Melt Series present a

“no fuss” ordering and are meant to be enjoyed the way it is. The combinations of ingredients are specially curated to ensure maximum satisfaction.

- **Pizza Melt**

Everything you love in pizzas, melted into one scrumptious sub. Indulge in the familiar flavors of pepperoni, salami and chicken bacon — perfectly matched with the light crisp of fresh red onions, black olives and green peppers. Topped off with tantalizing marinara sauce and melted sliced cheese!

- **NYC Beef Meatball Supreme**

Meat lovers, here’s a supreme combination to melt for. Prepare for a taste explosion as you sink your teeth into juicy beef meatballs smothered in mouthwatering marinara sauce, and stacks of flavourful pepperoni slices. Oh, and of course how can we do without melted mozzarella?

- **Californian Avocado Club**

Our melt-worthy take on a Californian classic. Delight in a velvety combo of creamy avocado, savory sliced turkey, tasty chicken bacon, crunchy fresh lettuce, juicy tomatoes, red onions, melted sliced cheese and mayonnaise. A perfect symphony of flavors in every bite!

From 16 August, the Subway Melt Series will be available across all Subway® restaurants island-wide for a limited-time only. Priced at \$10.50, the combo meal will include a can of Schweppes and a cookie of your choice. For more information on the Subway Melt Series, visit subwayisfresh.com.sg/eatfreshfeelgood.

Exclusive CHA EUN-WOO photocard giveaways

During the promotional period, Subway® will release four CHA EUN-WOO limited edition photocard designs that can be redeemed in-store with the purchase of any Subway Melt Series combo meal and the mention of a special passcode which can be found across Subway®’s social platforms. A new design will be released every two weeks starting 16th August.

Alternatively, join the Subway®’s ‘Feel-Good Moments’ social giveaway to stand a chance to win exclusive Subway® merchandise. Simply post your feel-good moment while enjoying any Sub from the Subway Melt Series, tag @subway.singapore and include #eatfreshfeelgood in your post. The most creative feel-good moment will be chosen by Subway®, where 5 winners will be announced at the end of the promotion period.

Follow Subway®’s Facebook, Instagram and TikTok to find out the special passcodes for the redemption of CHA EUN-WOO photocards as well as to stay updated on the latest information on the ‘Eat Fresh Feel Good’ social contest.

About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway® serves freshly made to order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway® restaurants are owned and operated by Subway® franchisees, a network that includes more than 20,000 dedicated entrepreneurs and small business owners who are committed to delivering the best guest experience possible in their local communities.

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