

**HUNGRY LION RESTAURANTS TANZANIA LIMITED • INCORPORATION. NO. 181434589**

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**Mr. Gilead Teri** Director General Tanzania Investment Centre (TIC) P.O. Box 938 Dar es Salaam, Tanzania  
**RE: APPLICATION FOR CERTIFICATE OF INCENTIVES FOR HUNGRY LION RESTAURANTS TANZANIA LIMITED**

Dear Mr. Teri,

On behalf of Hungry Lion Restaurants Tanzania Limited, a subsidiary of the internationally recognized Hungry Lion Fast Foods (Pty) Ltd, I am pleased to formally submit our application for a Certificate of Incentives under the Tanzania Investment Act, 2022.

Hungry Lion is a premier African Quick Service Restaurant (QSR) chain with nearly 30 years of operational excellence, managing over 500 stores and 10,000 employees across the continent. We have identified Tanzania as a key strategic market and are prepared to commit substantial foreign direct investment to support the nation's burgeoning consumer market and economic growth.

## Investment Commitment & Financial Impact

Our project involves the establishment of a robust, technology-driven QSR network. Our financial commitment is structured for long-term sustainability:

- **Minimum Initial Investment:** A capital injection exceeding the **USD 500,000** threshold for foreign investors.
- **Total Project Capital Expenditure:** We plan to mobilize **USD 5,000,000 (TZS 12.6 Billion)** over the next three years to establish a 20-restaurant network.
- **Strategic Rollout:** Our Phase 1 deployment focuses on Dar es Salaam, with an initial mobilization of **USD 2,500,000** to launch 10 stores within the first year.

## Economic Contribution & Employment Generation

Hungry Lion is committed to being an engine for local economic empowerment and human capital development:

- **Job Creation:** Each outlet will employ **24-30 Tanzanian citizens**. Upon full network maturity, we project the creation of approximately **544 direct, formal jobs**.
- **Inclusive Employment:** Our staffing model prioritizes gender equity, with a target of **281 female** and **263 male** employees across management and operational roles.
- **Skills Transfer:** We will introduce our proprietary "Business System," providing Tanzanian staff with world-class training in QSR technology, specialized kitchen operations, and international food safety standards.
- **Local Value Chain:** By sourcing fresh produce and construction services locally, we will stimulate economic activity throughout the Tanzanian supply chain.

## Purpose of Certification

The Certificate of Incentives is a critical enabler for our investment. It provides the essential legal assurances for the repatriation of capital and after-tax profits, alongside protection against expropriation. These guarantees are fundamental to our ability to reinvest in Tanzania and scale our operations to regions such as Arusha and Zanzibar.

We are confident that Hungry Lion's entry will provide high-quality, value-driven dining options for the Tanzanian people while serving as a testament to the country's favorable investment climate under your leadership at the TIC.

We look forward to your favorable consideration of this application.

Yours Faithfully,



Anja Potgieter

Lead: New Market Entry and Expansion