

PRESS RELEASE

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For immediate release

YANGGUOFU MALATANG SET TO MAKE WEST END DEBUT IN CHINATOWN LONDON'S CULTURAL HOT POT

Shaftesbury Capital has announced that hot pot-focused concept, **Yangguofu Malatang (YGF Malatang)**, is set to launch at **Chinatown London's** 47-49 Charing Cross Road this summer, joining the neighbourhood's extensive line-up of authentic ESEA cuisine.

Originating from China's popular Sichuan street food stalls, Yangguofu Malatang will deliver a distinct twist on the traditional hot pot by allowing diners to customise their own bowls. Guests will be able to choose from a vast selection of meat, fish, and vegetable toppings, with further choices in noodle type and broth flavour, which includes the classic herbal beef bone broth, sweet & sour tomato broth, and peanut butter spicy dry mix (malaban).

Yangguofu Malatang currently operates nearly 7,000 restaurants worldwide, making it the largest malatang brand globally. The new Chinatown London site marks the brand's West End debut and its first central London flagship, spanning over 3,200 sq ft and offering more than 100 covers.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "Chinatown London is a hub for standout concepts from across the ESEA, and YGF Malatang is a great example of a proven concept in China choosing Chinatown at an early stage of its UK journey. Malatang is a staple for so many across China and beyond, with Yangguofu Malatang set to bring an authentic taste of North East China for the thousands of discerning diners that come to Chinatown London every day."

Neil PING, Europe General Manager of Yangguofu Malatang, added: "Whilst Yangguofu Malatang has already proved to be a hugely successful concept, the chance to weave Yangguofu Malatang into the fabric of Chinatown London marks a deeply significant moment for us. Considering the location's reputation as a hub of ESEA culture, we are confident that our grounding in such a popular Sichuanese culinary trend means we can deliver an offer that aligns with the destination's globally renowned and authentic lineup."

This announcement follows the recent arrival of Songhelou in Chinatown London, a 250-year-old Suzhou noodle institution, has launched its first international outpost at 22 Wardour Street, serving time-honoured soup-based noodle dishes in a 3,600 sq ft space across three floors.

-Ends-

@chinatownlondon

#ChinatownLondon



Notes to Editors

Chinatown London

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts that reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.

Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

中国城

作为欧洲最大的中国城，伦敦中国城是追求地道中餐和亚洲美食的热门去处。这里有十二条以步行为主、互相连接的街道，路边挂满了标志性的红灯笼。中国城的美食也在不断演变，融合了传统与新潮的美食概念，将来自上海、北京、东京和首尔等城市的新兴餐饮趋势带给大家。

无论白天还是夜晚，这里的餐厅、酒吧、商店和咖啡馆，以及特色的东南亚超市、正宗亚洲零售店等，无不吸引着在伦敦学习，工作，旅游和生活的每一个人。

About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.2 billion, extends to 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line. Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.