Qdoba

- Founded in 1995 as Zuma Restaurants (friends' cat) by Anthony Miller and Robert Hauser
- 1997 changed name to Z-Teca after lawsuit
- 1999 renamed again to Qdoba after another lawsuit
- 2001 opened our 50th restaurant
- 2003 Jack in the Box purchased Qdoba for \$45 Million
- 2017 Apollo Global Management purchased chain for \$305 Million
- 2022 Butterfly Equity purchased chain
- 2025 opened our 800 Restaurant

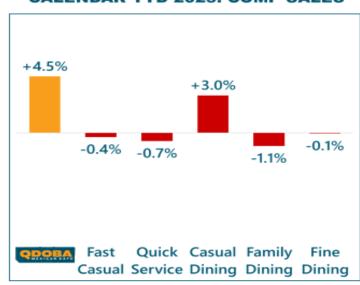


#ChickenMarketingSummit

Qdoba outperforming Black Box data

2025: QDOBA OUTPERFORMING ALL RESTAURANT CATEGORIES

CALENDAR YTD 2025: COMP SALES



CALENDAR YTD 2025: COMP TRAFFIC

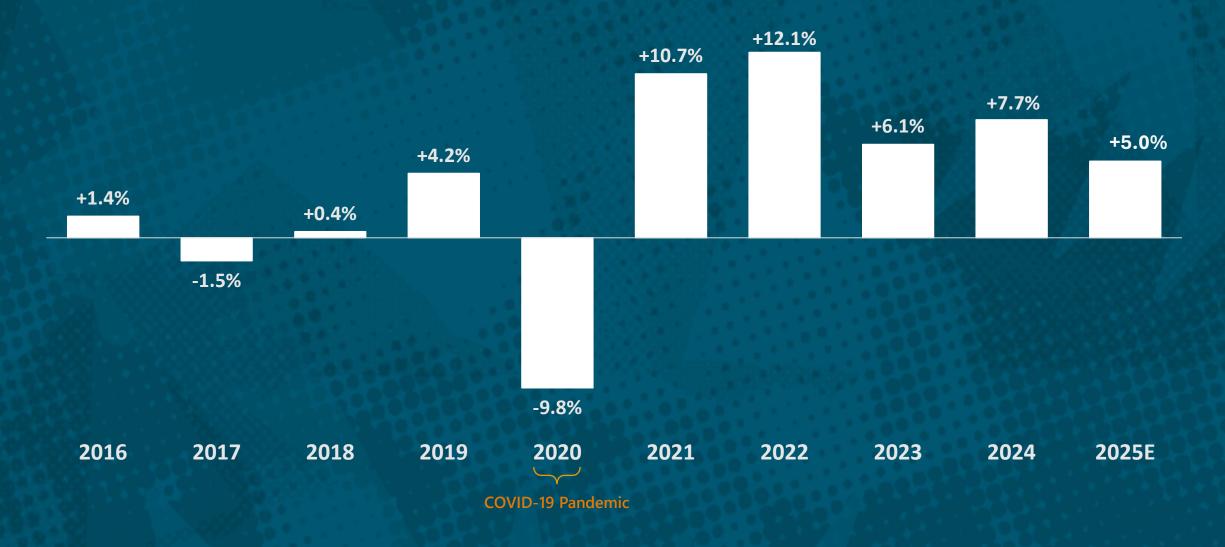


Source: Black Box Intelligence through week ended May 25th, 2025

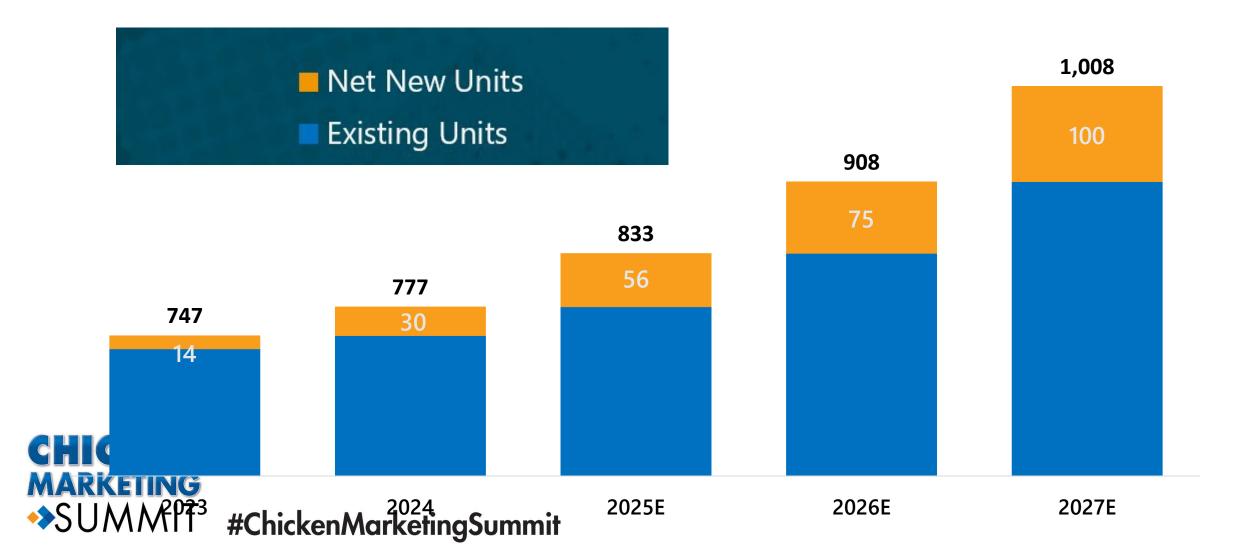




QDOBA PAST 10-YEAR COMP SALES



Restaurants growing at 10% per year



Year over year volume chicken growing

