



Tims China Partners with China Southern Airlines to Launch Joint Membership Campaign

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Blending Coffee and Air Travel to Upgrade the Member Value System

SHANGHAI, August 13, 2026 -- TH International Limited ("Tims China" (Nasdaq: THCH)), the exclusive operator of Tim Hortons coffee shops in China, today announced the official launch of a joint membership campaign with China Southern Airlines. The two companies will work together on member benefits integration, consumer touchpoint fusion, and service experience innovation, giving members of both programs a new "coffee plus travel" lifestyle experience and expanding the membership service ecosystem.

On the Ground: Unlocking a Full Suite of Member Benefits

Tims China garners a loyal membership base exceeding 35 million, while China Southern Airlines' Sky Pearl Club covers 130 million travelers. Both programs are known in their industries for building deep customer relationships and long-term value. This partnership lets users enjoy more cross-industry benefits and easier service across their daily coffee routines and air travel.

Members can link their accounts through either company's WeChat Mini Program or app and unlock exclusive perks:

- **Exclusive benefits for Tims members:** Members who place orders through the Tims Mini Program can enter a prize draw for the chance to win China Southern flight tickets, 100 flight miles, airport VIP lounge vouchers, and other premium travel rewards. Tims members can also redeem airport lounge vouchers, extending the coffee experience into the journey itself. Purchase the co-branded limited-edition "Cheers to the Good Life" set and receive a Tims Fly themed glass, offering both everyday utility and collectible appeal.
- **Exclusive benefits for China Southern Airlines members:** China Southern Airlines is offering exclusive benefits to Sky Pearl Gold and Platinum members, including 5,000 complimentary Tims drink vouchers and popular bagel sandwich coupons as a special gift, and members at every tier can claim discount vouchers of 15% to 30% off. China Southern Airlines members can enjoy a rich, aromatic coffee paired with a warm bagel sandwich for a more relaxed, satisfying journey. China Southern Airlines members can also enter a prize draw through the member center of the China Southern Airlines app for a chance to win free Tims drink vouchers, co-branded merchandise, and other gifts.

In the Skies: Expanding the Coffee Experience

Since June this year, "Tims Coconut Flavored Latte" has been progressively introduced in Pearl Economy and Economy class on China Southern flights connecting Guangzhou with the United States, Canada, Australia, and New Zealand, on Shanghai Pudong to Taipei routes, and on intercity flights between Beijing, Guangzhou, Shanghai, Shenzhen, and Hangzhou. The rich coffee is paired with a hint of sweet coconut taste for an easy moment on board. Tims coffee will progressively roll out across all China Southern flights and cabin classes.

"From coffee and freshly prepared food in our stores to coffee at cruising altitude, we are committed to delivering quality products and a warm experience to our customers through continuous innovation," said **Tims China**. "China Southern Airlines members have highly active travel habits and strong consumer energy, which align closely with the profile of Tims China's target customers. Going forward, we will keep exploring new membership partnership models and expanding service touchpoints."

China Southern Airlines commented: "We are pleased to partner with Tims China on this joint membership campaign. It represents a deep integration of resources and strengths on both sides, and marks another step forward in China Southern Airlines' exploration of member service innovation. Looking ahead, the two companies will explore further collaboration around in-store consumer experiences, themed in-flight routes, and other areas, driving deeper integration between the coffee and air travel sectors. This year marks China Southern Airlines' 70th anniversary, and we will continue to work with quality brand partners like Tims China to bring more benefits to our members and fly toward a bright future together."

ABOUT TH INTERNATIONAL LIMITED

TH International Limited (Nasdaq: THCH) ("Tims China" or the "Company") is the parent company of the exclusive master franchisees of Tim Hortons coffee shops in mainland China, Hong Kong and Macau.

The Company's philosophy is rooted in world-class execution and data-driven decision making and centered around true local relevance, continuous innovation, genuine community, and absolute convenience. For more information, please visit <https://www.timschina.com>.

ABOUT CHINA SOUTHERN AIRLINES

China Southern Airlines Company Limited, known as "China Southern Airlines" or "China Southern" (English abbreviation: CSN), is a commercial airline controlled by China Southern Air Holding Company Limited and headquartered in Guangzhou, Guangdong Province. Its corporate logo features a blue vertical tail fin adorned with a red kapok flower. Guided by its mission of "Enabling More People to Enjoy Better Flights", the company strives to become a globally competitive, world-class air transport enterprise. Founded in 1998, the Sky Pearl Club is China Southern Airlines' frequent flyer mileage rewards program. Sky Pearl Club members earn award miles on China Southern and partner airline flights, which can be redeemed for award tickets, value-added services, and non-airline merchandise. Accumulated tier miles can be used to upgrade to Silver, Gold, and Platinum membership, unlocking benefits such as priority check-in, lounge access, extra baggage allowance, priority baggage handling, and priority boarding.

IMPORTANT NOTICE REGARDING THE TIM HORTONS® BRAND

The TIM HORTONS® brand and related trademarks is used by Tims China pursuant to a franchise agreement with Tim Hortons Restaurants International GmbH and its affiliates (collectively, the "Identified Persons"). The Identified Persons are entities entirely separate and distinct from Tims China and its subsidiaries (the "Group"). No Identified Persons exercises any control over the business, operations, finances or management of the

Group, and no Identified Person is responsible for any obligations or liabilities of the Group.

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