Tims China Showcases at the Canadian National Pavilion at the 9th CIIE: Delivering the Warmth of a “National Coffee Brand” and the Richness of China–Canada Friendship

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SHANGHAI, November 11, 2026 -- At the recently opened 9th China International Import Expo (CIIE), Tims China (hereafter “Tims”), Canada’s indisputable “national coffee brand,” was invited to make a flagship appearance at the Canadian National Pavilion. Inside the pavilion, which brought together the best of Canada, Tims stood out with its signature warm red branding. Cup by cup, its freshly ground coffee gave Chinese and international guests alike a welcoming taste of home.



Throughout the Expo, Tims baristas were stationed at the Canadian National Pavilion. As the aroma rose from the espresso machines, cups of coffee carrying Canadian heritage and professional craft were handed to visitors from China and abroad. The brand also set up two coffee carts outside the venue, and the Tims store at the National Exhibition and Convention Center saw its busiest period of the year. Whether with a rich coffee or a piping hot bite to eat, Tims delivered efficient, consistent service that carried through the brand’s warm and welcoming spirit, becoming one of the Expo’s standout attractions.



China has long been an important trading partner for Canadian businesses. This year, Canada appeared at the CIIE as Guest Country of Honor, bringing more than 120 Canadian companies to the event. As one of its most representative consumer calling cards, Tims' presence carried real significance. It showcased the quality and heritage of Canadian brands to Chinese consumers, and offered a vivid window into the deepening exchange between China and Canada in the consumer and food and beverage sectors. It also proved that Tims is not only a professional coffee brand recognized by Chinese customers, but also a warm bond connecting the cultures and sensibilities of the two countries.



In its seven years in China, Tims has opened more than 1,000 stores across 93 cities, making China the largest overseas market in the Tim Hortons global network. Taking up the CIIE's theme of "New Era, Shared Future," and holding to its "In China, for China" commitment, Tims continues to deepen its supply chain with local partners and enhance the coffee experience it offers. Looking ahead, Tims will continue to put down roots in the Chinese market, pursue product and business innovation, and provide a quality experience that blends global professional standards with local flavor, serving as a source of everyday warmth for Chinese consumers.

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.

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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