

# Mobility Plaza®

## CU opens first c-store in Kazakhstan

**Established in the city of Almaty, this foray is the result of BGF Retail's partnership with Shin-Line, the largest ice cream manufacturer in Central Asia.**



Korean convenience store chain, CU, is expanding its international network with its first opening in Kazakhstan, Central Asia's largest country.

Last June, BGF Retail announced that it would enter the Kazakhstan market by signing a Master Franchise agreement with Shin-Line, the largest ice cream manufacturer in Central Asia. To achieve this agreement, the company established CU Central Asia, a corporation specialized in Kazakhstan's c-store market.

BGF provided Shinline with distribution infrastructure such as logistics and food manufacturing centers for about six months.

CU Astana Square is located on the main street of Almaty, Tole be, across the street from the large Astana Square, which is known for its seasonal festivals.

BGF Retail will open two more stores in Almaty this month, and 50 locations across the country by the end of this year and more than 500 sites in five years. The company plans to further expand into neighboring countries to further solidify its position as a global K-convenience store.