Krispy Kreme® Announces Expansion into Mauritius

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Third new international market announced in 2026 through capital-light franchise model

CHARLOTTE, N.C. – Krispy Kreme, Inc. (NASDAQ: DNUT) ("Krispy Kreme" or the "Company") today announced an agreement with ER Group to bring Krispy Kreme to Mauritius. ER Group will partner with Krispy Kreme's existing franchisee in South Africa, KK Doughnuts SA (Pty) Ltd.

The first Krispy Kreme shop in Mauritius is expected to open later this year and will feature the brand's iconic Hot Light experience, where guests can enjoy the magic of Original Glazed® doughnuts served hot, right off the line. The Company expects approximately 10 shop locations to open across Mauritius over the next five years.

"We're pleased to bring Krispy Kreme to Mauritius," said Krispy Kreme CEO Josh Charlesworth. "ER Group's deep understanding of the local market, combined with KK Doughnuts SA's proven experience operating the Krispy Kreme brand, creates a strong foundation for growth. Together, we look forward to sharing our fresh, delicious doughnuts with consumers across the country."

Mauritius marks the third new international market Krispy Kreme has announced in 2026 through its capital-light franchise model, following the Netherlands and Estonia.

About Krispy Kreme
Headquartered in Charlotte, NC, Krispy Kreme is one of the most beloved and well-known sweet treat brands in the world. Our iconic Original Glazed® doughnut is universally recognized for its hot-off-the-line, melt-in-your-mouth experience. Krispy Kreme operates in more than 40 countries through its unique network of fresh doughnut shops, partnerships with leading retailers, and a rapidly growing digital business. Our purpose of touching and enhancing lives through the joy that is Krispy Kreme guides how we operate every day and is reflected in the love we have for our people, our communities and the planet. Connect with Krispy Kreme Doughnuts at www.KrispyKreme.com, or on one of its many social media channels, including www.Facebook.com/KrispyKreme and www.X.com/KrispyKreme.

About ER Group
ER Group is one of Mauritius's leading groups, formed in July 2025 from the merger of Mauritian flagships ENL and Rogers and listed on the Stock Exchange of Mauritius. The Group operates across seven segments: Agribusiness, Real Estate, Hospitality & Travel, Logistics, Finance, Commerce & Manufacturing, and Technology & Energy. It brings together more than 12,000 employees across 17 territories. Within its activities, ER Group runs a growing Quick Service Restaurant portfolio that includes the Ocean Basket and Domino's Pizza franchises alongside its homegrown brand MOKA'Z.

About KK Doughnuts SA (PTY) Ltd. (Krispy Kreme Franchisee in South Africa)
Krispy Kreme South Africa is a premium global doughnut and coffee brand renowned for its iconic Original Glazed® doughnut and handcrafted range of fresh doughnuts, quality coffees and beverages. Krispy Kreme South Africa has over 94 shop locations and over 400 Doughnuts on the Go locations, delivering joyful experiences to guests across South Africa. Delivering JOY for all occasions through the Krispy Kreme ecommerce channel is another way South Africans choose to celebrate the sweetest moments. For more information, visit www.krispykremesa.com or follow Krispy Kreme South Africa on social media.

Cautionary Note Regarding Forward-Looking Statements
This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including with relation to our business, prospects, future plans and strategies, and growth. Forward-looking statements can be identified by the use of forward-looking terminology, including terms such as "plan," "expect," "will," or comparable terminology. Forward-looking statements are not a representation by us that the future plans, estimates, or expectations contemplated by us will be achieved. Many factors could cause our actual results to differ materially from those contained in forward-looking statements including, without limitation: food safety issues, including risks of food-borne illnesses, tampering, contamination, and cross-contamination; impacts from any material failure, inadequacy, or interruption of our information technology systems, including breaches or failures of such systems or other cybersecurity or data security-related incidents; our ability to execute our business strategy, including our turnaround plan and growth through international development with strategic partners and profitable expansion of our fresh delivery and digital channels; our ability to realize the anticipated benefits from past or potential future strategic transactions (including refranchising); failure by our franchisees, subfranchisees, or third-party service providers to operate effectively and in compliance with our standards and applicable law; any harm to our reputation or brand image; negative impacts on our business due to changes in consumer spending habits, consumer preferences, or demographic trends; our ability to open new and maintain existing shops and points of access both domestically and internationally; disruptions to our and our franchisees' supply chain, including the loss of or failure to perform by single-source or limited suppliers, vendors, distributors, or

manufacturers; our significant indebtedness and our ability to meet the financial and other covenants under our credit facilities; changes in the cost of raw materials and fuel or other commodities, including due to import and export requirements (including tariffs), inflation, fluctuations in foreign exchange rates, or heightened geopolitical tensions (including the recent Iran conflict); our ability to recruit and retain key personnel; failure to develop or maintain effective internal control over financial reporting or disclosure controls and procedures; adverse regulatory actions or publicity concerning food or occupational safety, food quality, health, and other issues or regulatory investigations, enforcement actions, or material litigation; and other risks and uncertainties described under the heading “Risk Factors” in our Annual Report on Form 10-K for the year ended December 28, 2025 filed by us with the Securities and Exchange Commission (the “SEC”) and in other filings we make from time to time with the SEC. These forward-looking statements are made only as of the date of this document, and we undertake no obligation to publicly update or revise any forward-looking statement whether as a result of new information, future events, or otherwise, except as may be required by law.

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Investor Relations and Media
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