



RESTAMAX

RAVINTOLAYHTIÖ

# EXTRAORDINARY GENERAL MEETING

19 DEC 2018 • TAMPERE HALL





RESTAMAX

RAVINTOLAYHTIÖ

A NEW BEGINNING

CEO AKU VIKSTRÖM

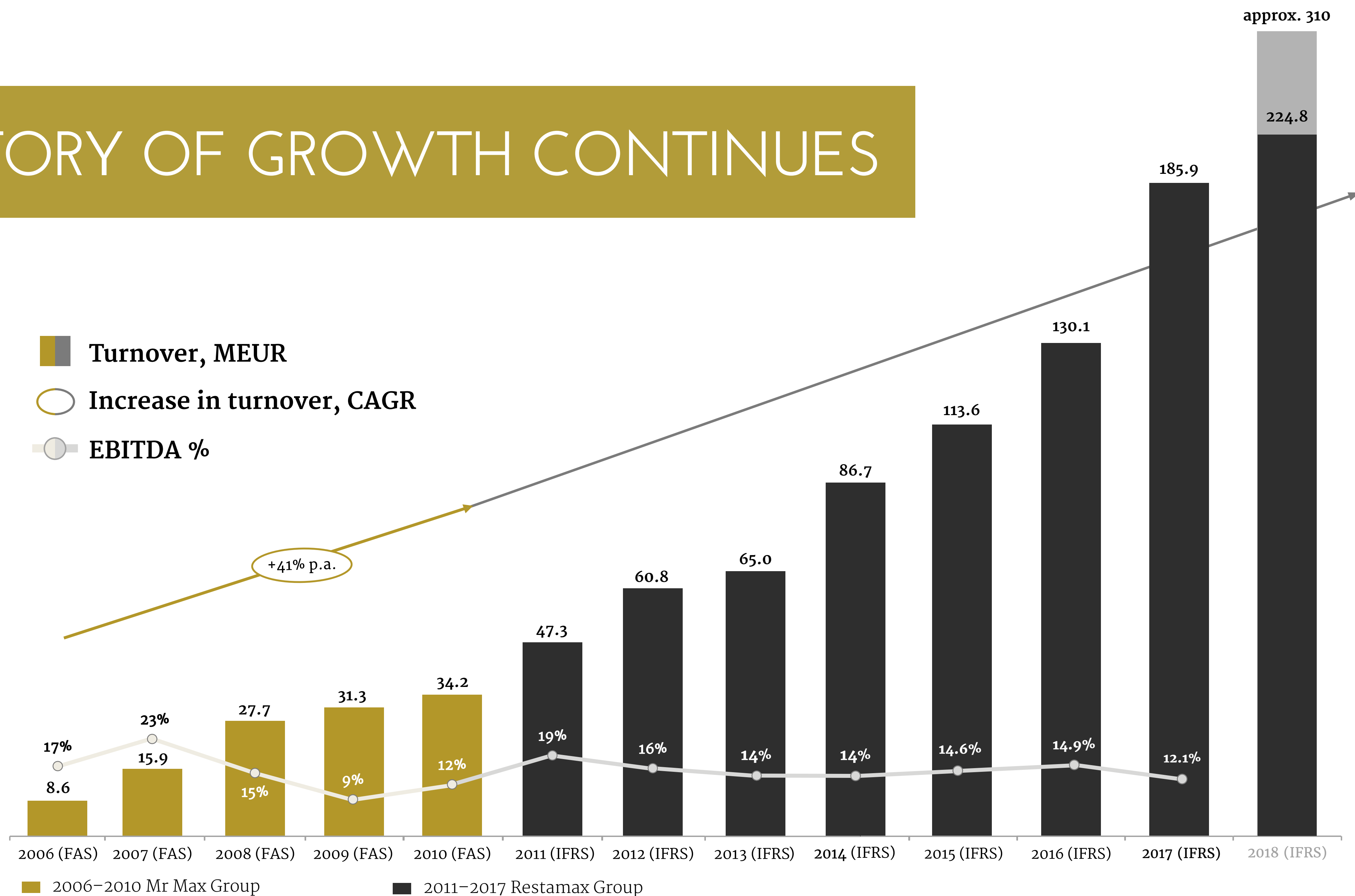


# SUCCESS STORY OF FINNISH ENTREPRENEURSHIP





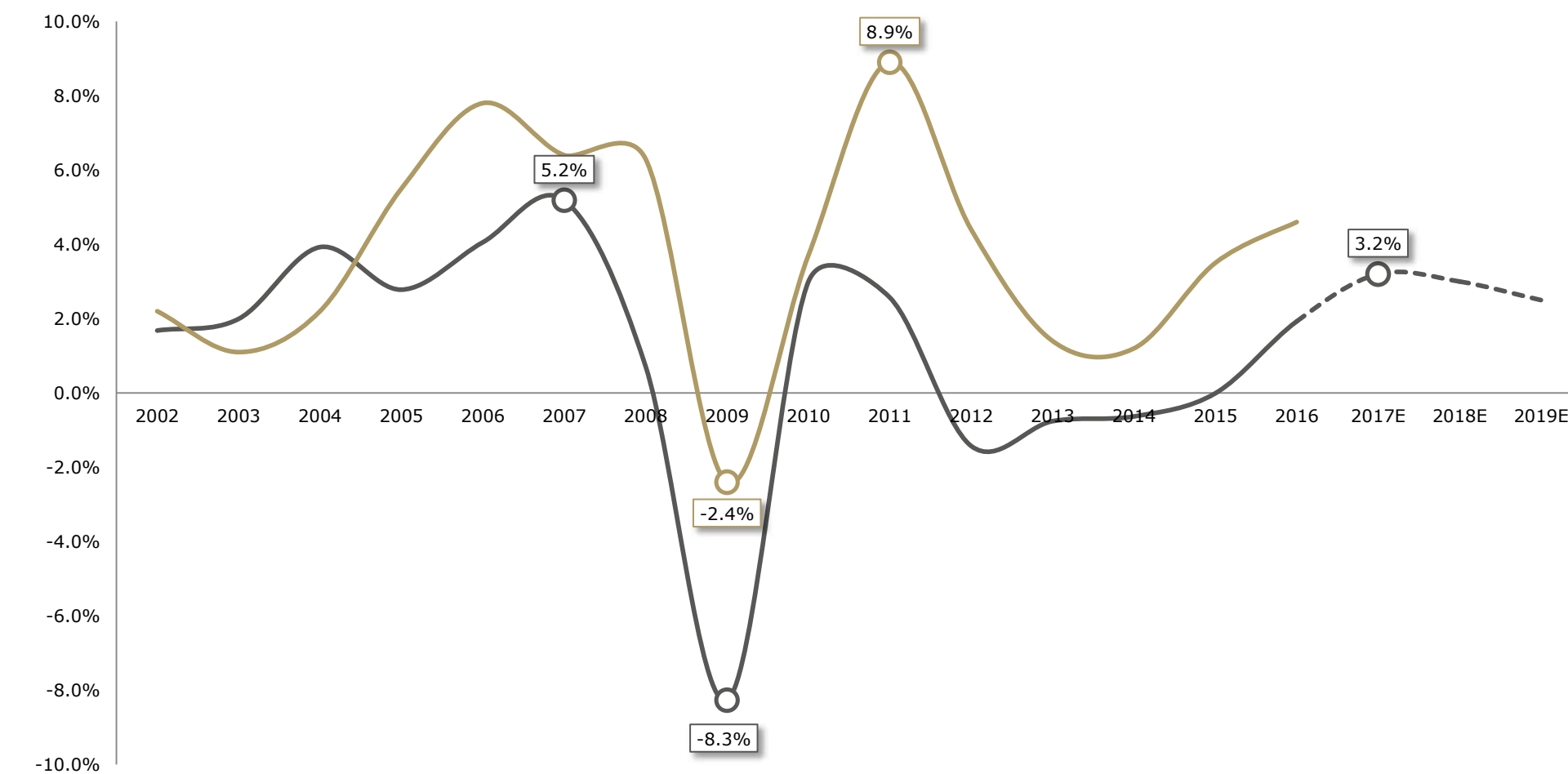
# STORY OF GROWTH CONTINUES



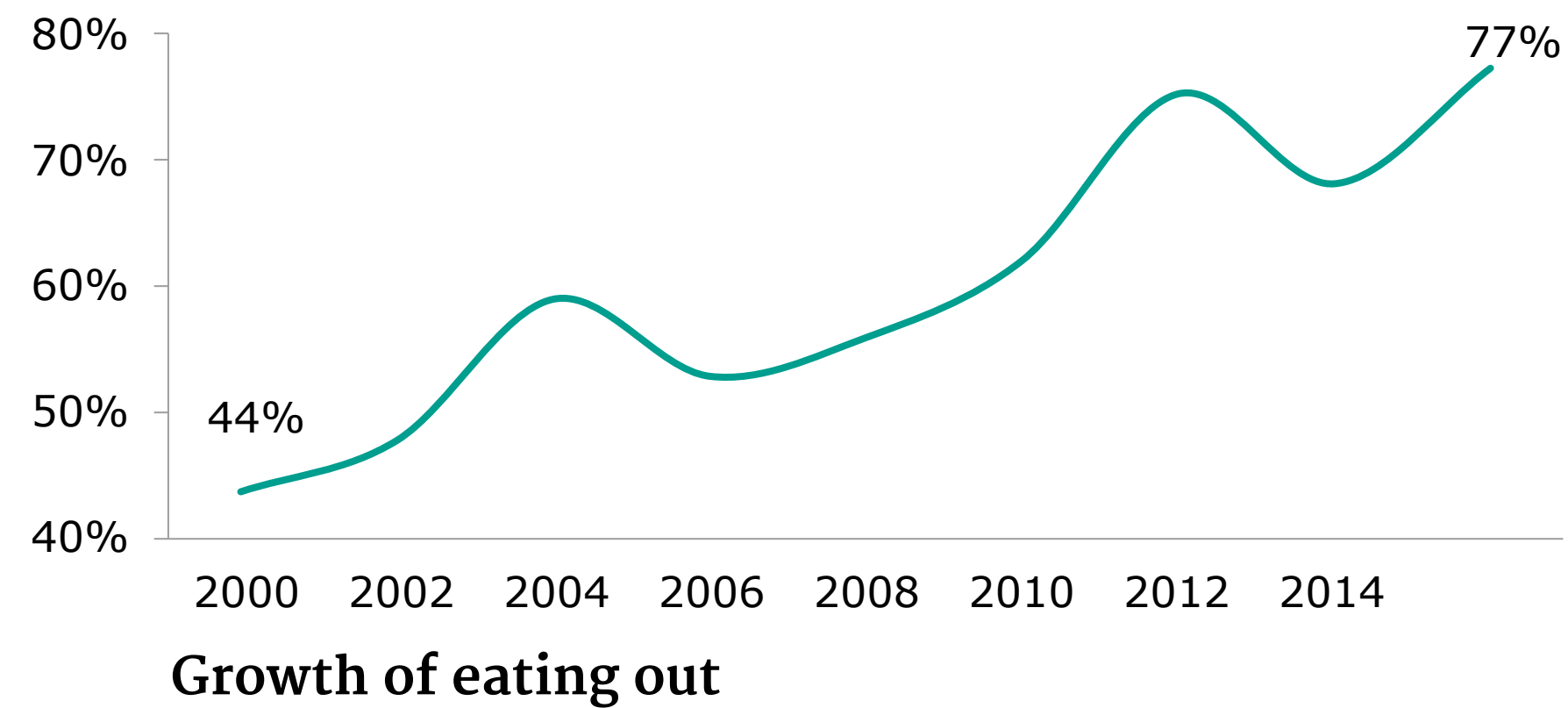


# GROWING AND DEVELOPING RESTAURANT MARKET

## 1. GROWTH MARKET



## 2. CHANGE IN CONSUMER BEHAVIOUR



- Hurry
- Eating out becoming more commonplace
- Sociability
- Millennials
- Baby boomers

## 3. MEGATRENDS

- Urbanisation
- Smaller households
- Health-consciousness
- Travel





# NOHO

NORDIC HOSPITALITY PARTNERS



# Nordic





# Hospitality





# Partners



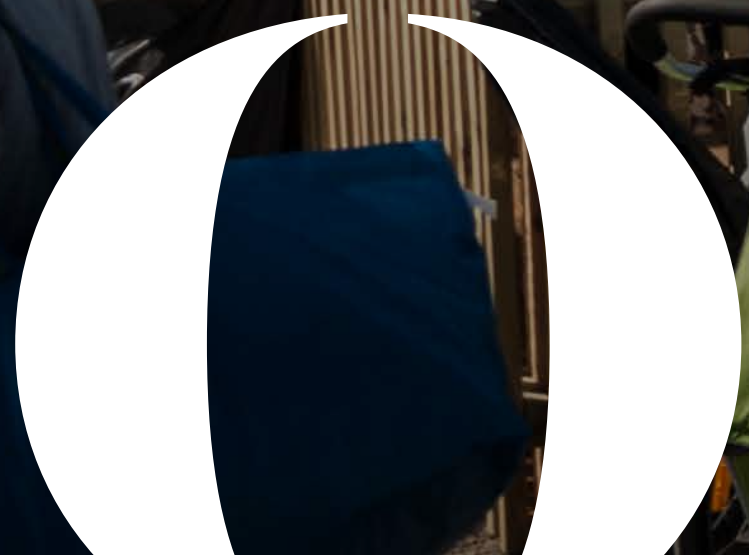






# Vision

TO BE THE MOST SIGNIFICANT  
RESTAURANT COMPANY  
IN NORTHERN EUROPE





**Strategy period 2019–2021**  
**Turnover**  
**Over MEUR 600**  
**Operating profit approx. 7,5%**

**Restaurant business**

Approx. MEUR 350

Operating profit  
approx. 8%

**Labour hire business**

Approx. MEUR 300

Operating profit  
approx. 6.5%



# Strategy of profitable growth

1. Profitable growth in Finnish growth centres and large events organically, through new establishments, corporate acquisitions and digitally
2. International expansion to the Northern European market using the partner model
3. Profitable growth in labour hire services organically and through corporate acquisitions





# Roadmap 2021

## 2020– Profitable growth

- Utilising the business model/market consolidation
- Verification/acceleration of the international model
- New markets

## 2019– Improving our result

- Profitability drivers (MWB)
- Building international growth (1–2 new countries)
- Redeeming scale benefits
- Selective corporate acquisitions and openings

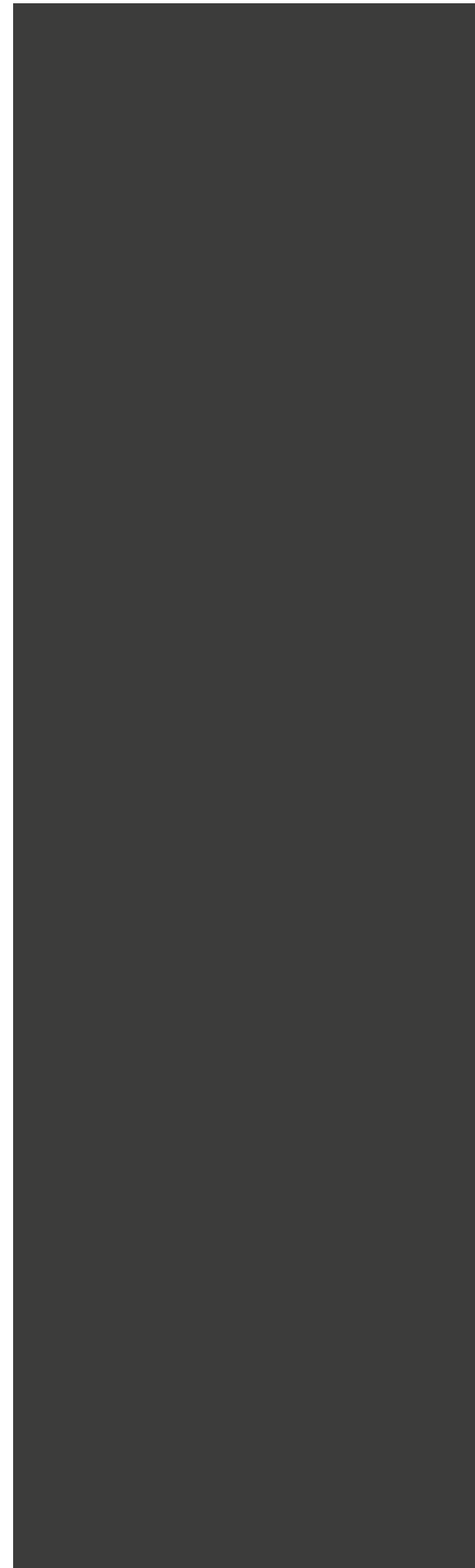
## 2018– Developing a solid foundation

- Integration of Royal
- Portfolio rationalisation
- Reorganisation of functions
- Building future growth (international platform)
- Strategic choices – growth platforms



# Growth platforms of restaurant business

- Large events
- Portfolio work



Food restaurants

- Portfolio work



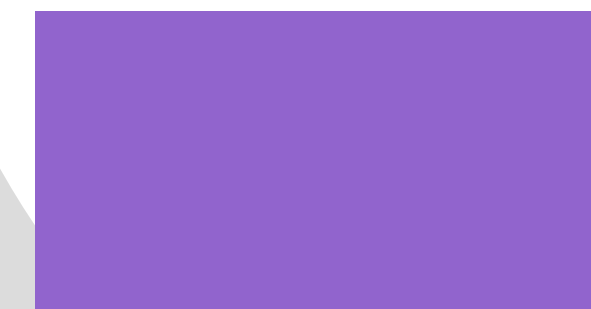
Nightclubs and entertainment

- Corporate acquisitions
- Digitality
- Scaling



Fast casual

- New markets
- Corporate acquisitions
- New establishments



International



# Nordic Gourmet

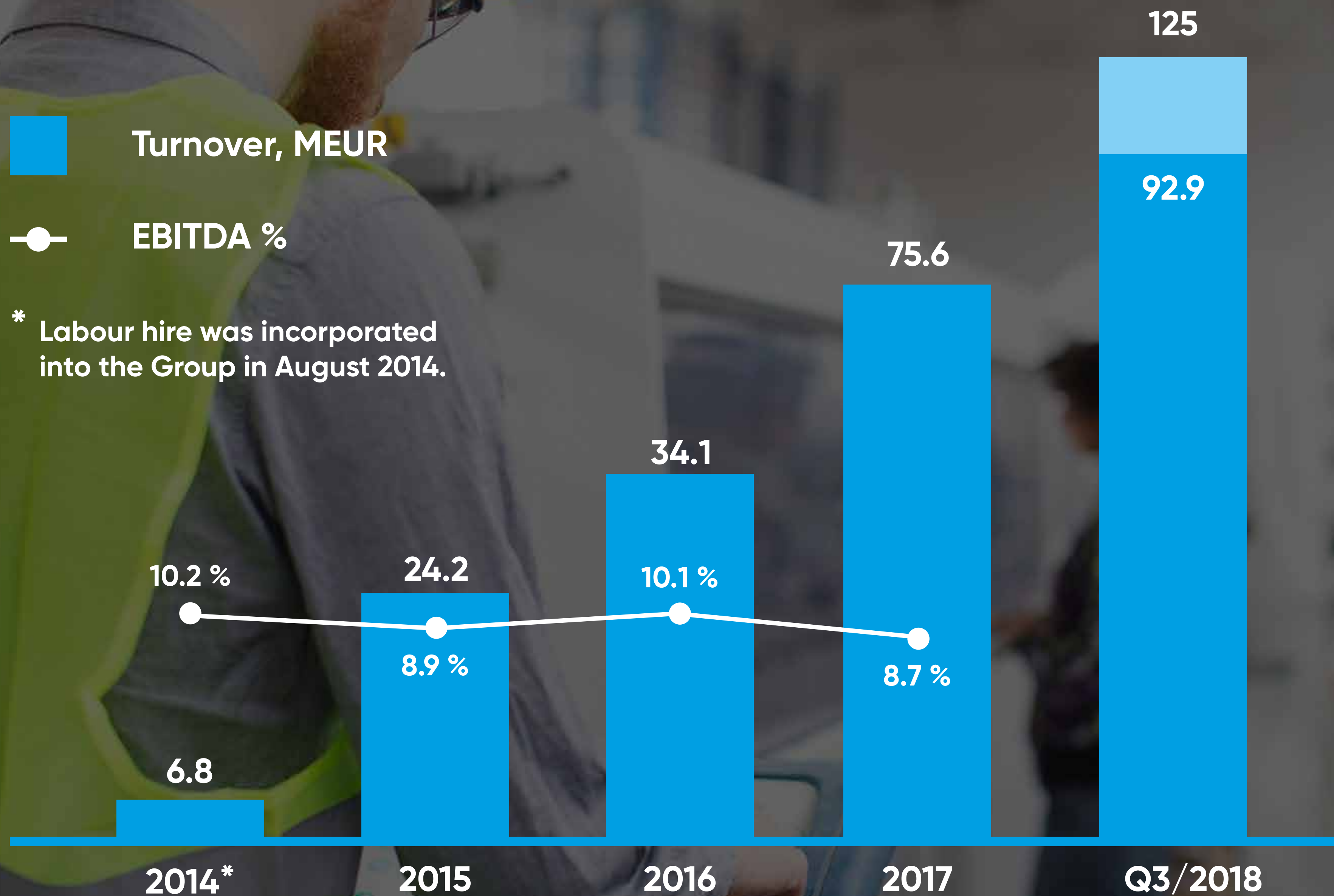
Street Food & Festival Catering

**Future growth from event operations  
and projects**

**Casseli**



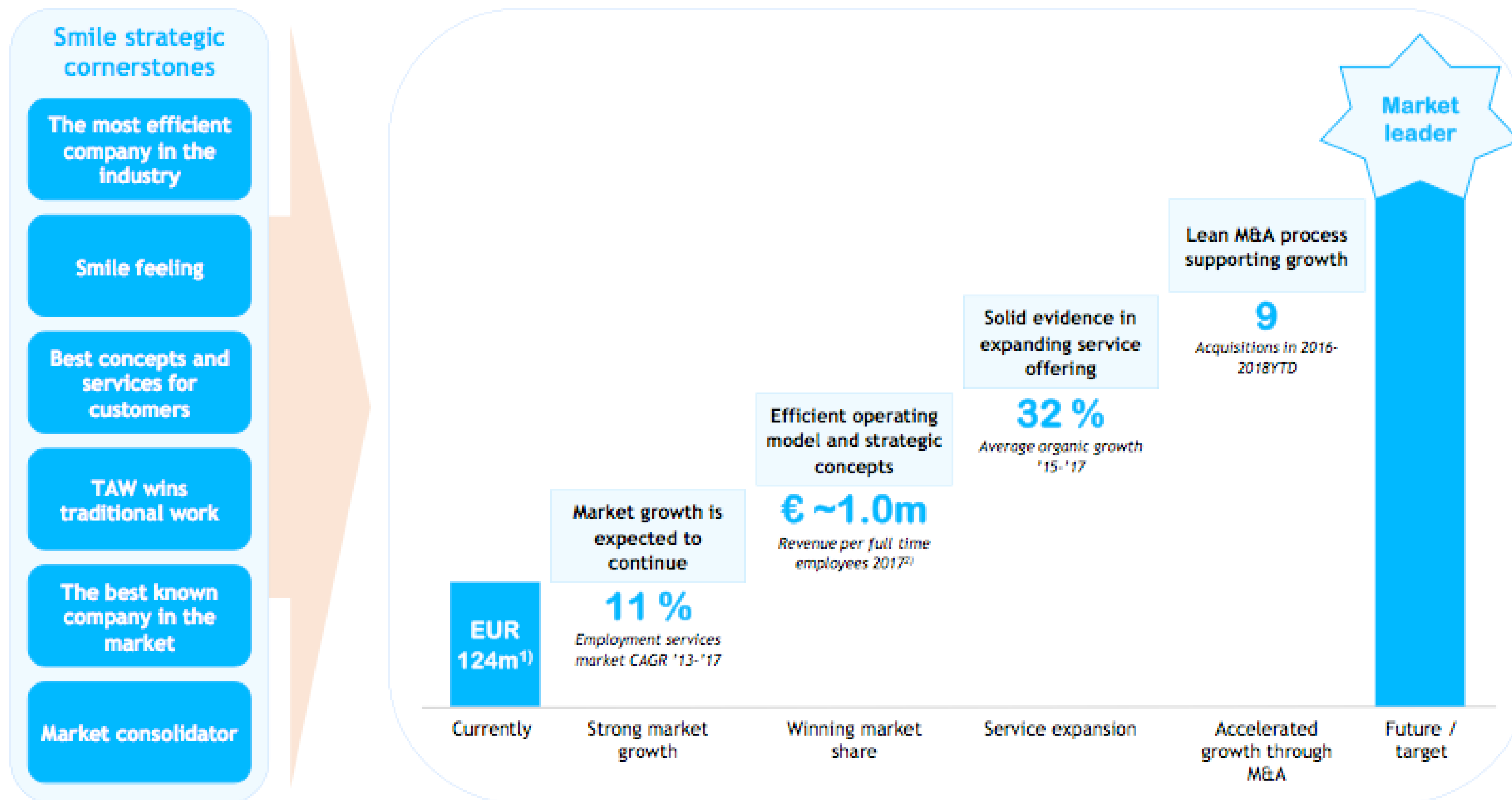
# Labour hire business





# Strong growth strategy

Strong organic growth and lean M&A process supporting company growth





# Northern Europe EUR 100 billion market

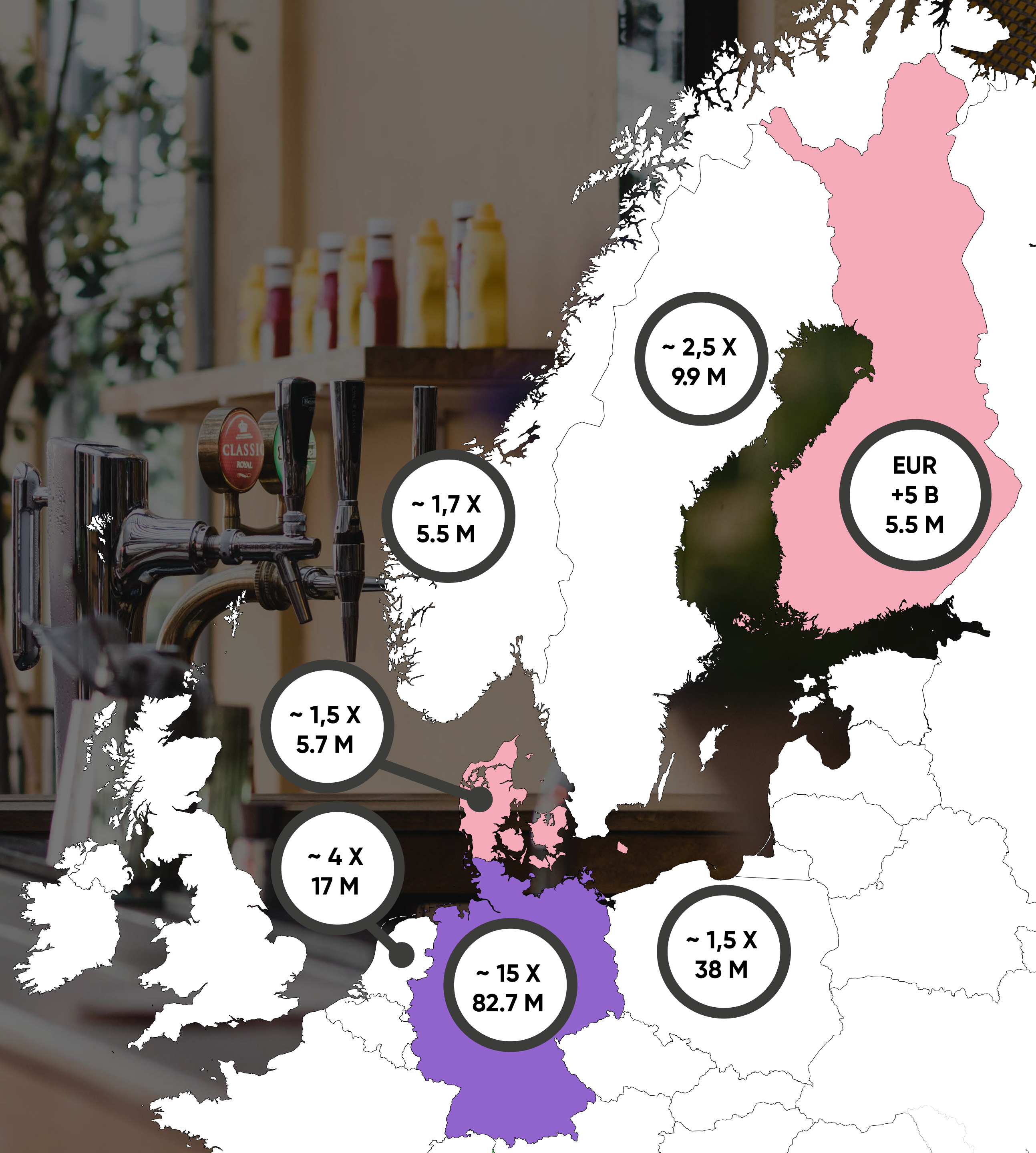
- Use of restaurant services per capita vs. Finland
- Individual successful companies





# Fragmented market

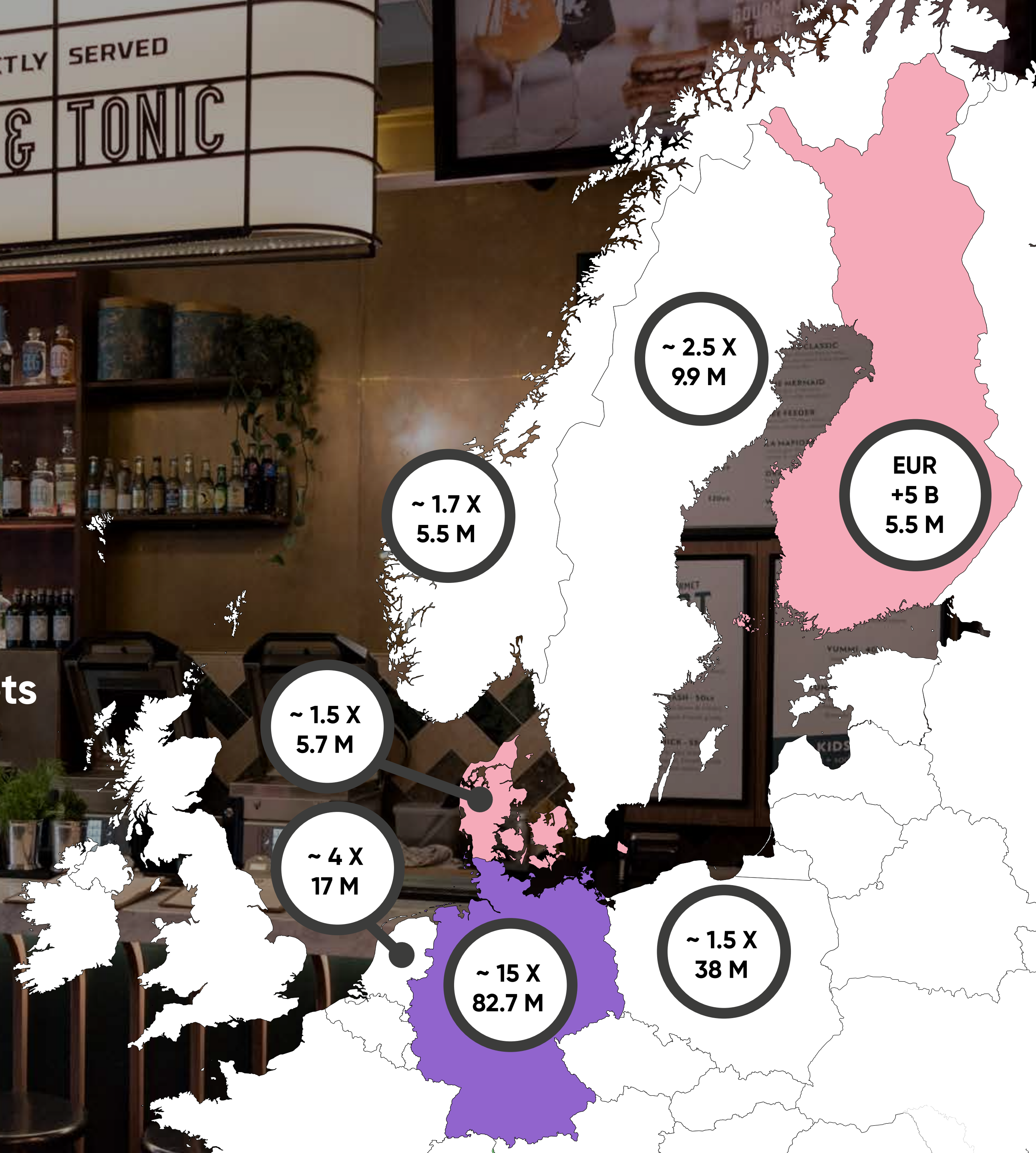
- Only a limited number of restaurant companies of 20+ size class outside fast food
- Numerous opportunities to reach scale benefits





# Partner model

- Scale benefits with local knowledge
- Expanding by building and buying concepts supplementing the portfolio



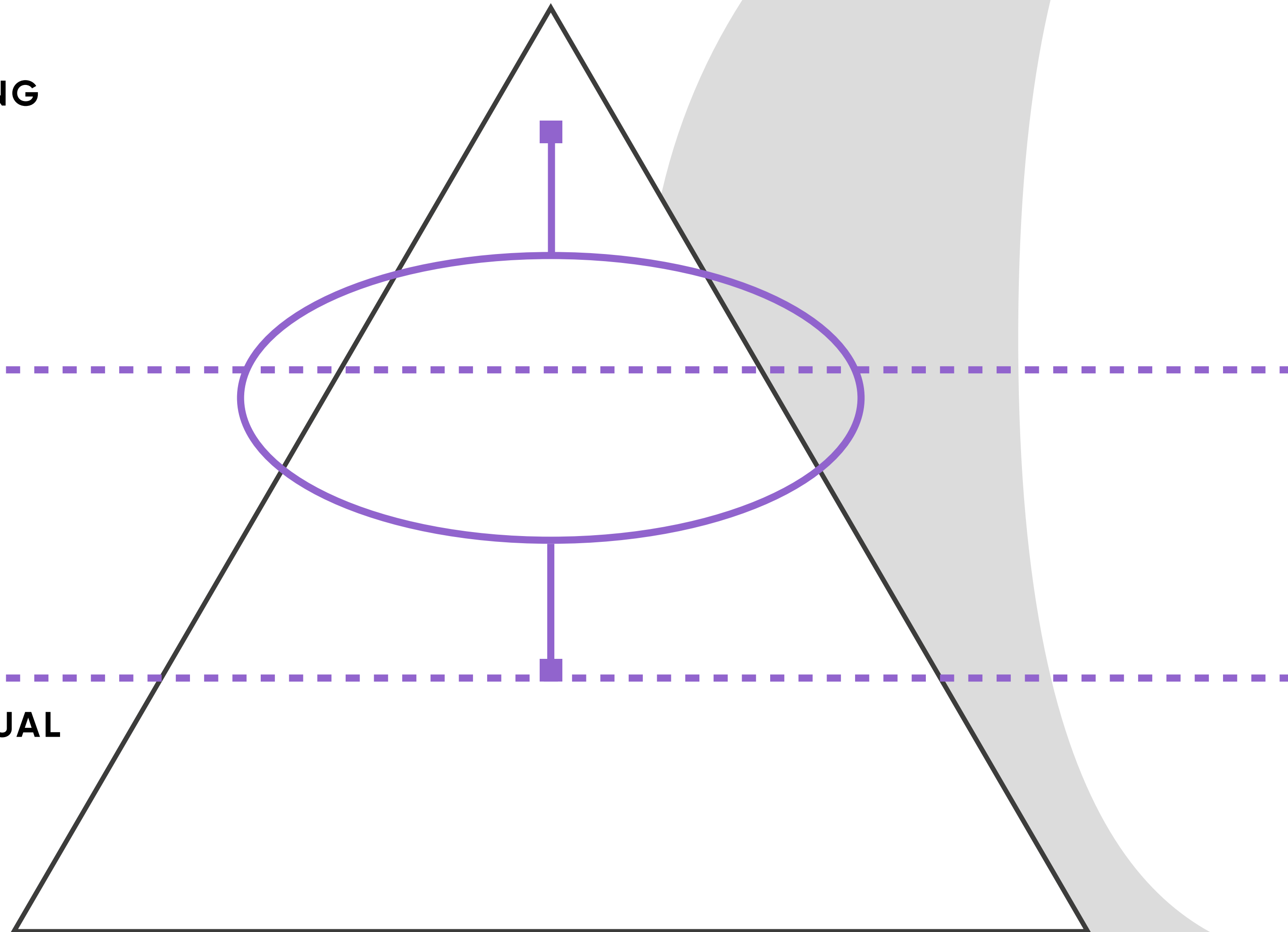


# Expansion will be implemented in NoHo's core know-how area

FINE DINING

CASUAL

FAST CASUAL





# RUBY

NYBROGADE

*Nº 10*





BAYERISCHE STAATSBANK



REALLY

COOKIES  
CREAM









# Start of a new era

**NOHO PARTNERS – NEW NAME AND NEW STORY**

**PROFITABLE GROWTH AT THE CORE OF OPERATIONS**

**BUILDING FUTURE PROFITABLE GROWTH BEGINS NOW  
– INTERNATIONALISATION, DIGITALISATION, EVENTS**

**TURNOVER OF OVER MEUR 600 BY THE END OF 2021,  
OPERATING PROFIT MARGIN OF APPROX. 7.5%**





NOHO

NORDIC HOSPITALITY PARTNERS