

A white ceramic coffee cup filled with coffee, sitting on a matching saucer. The cup has a subtle coffee bean logo on it. The background is a soft, out-of-focus light grey.

Cooks Global Foods



Global Coffee House Chain with Integrated Supply

Disclaimer

We have in preparing this information used our best endeavours to ensure that the information contained therein is true and accurate, but accept no responsibility and disclaim all liability in respect of any errors, inaccuracies or misstatements contained herein. Prospective investors should make their own enquiries to verify the information contained herein.

Vision

- » To be the worlds' leading Fairtrade Organic Coffee retailer.

 **ESQUIRES**
coffee houses



Snapshot

- »» Listed on the NZAX, valuation c. \$40m
We've recently raised \$5m to enable key transactions to occur.
Will undertake an SPP before end of 2013

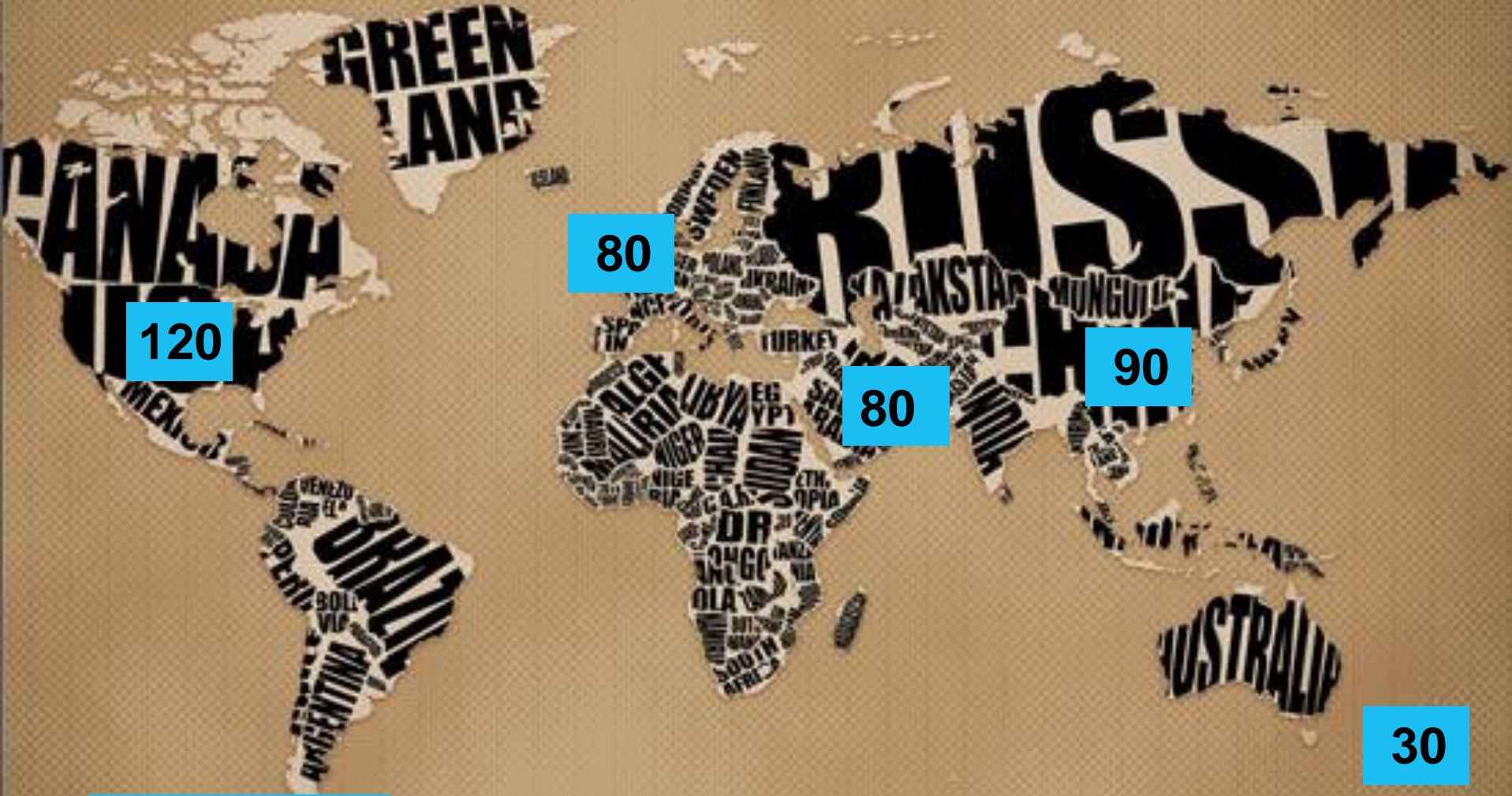
Global & operationally profitable – 57 stores today



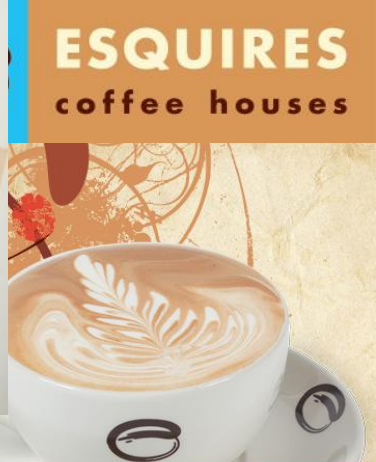
Total : 57 – 70 including Canada

Note: there are also 49 stores in Oz/NZ, now owned by Retail Food Group

Growth plans: by 2020



Total : 400



High growth sector

▶ Starbucks

- Aiming to double retail footprint in next 5 years
- Mostly via Asia

▶ Costa

- 2,437 stores today
- Aim = 3,500 by June 2016

▶ Café Nero

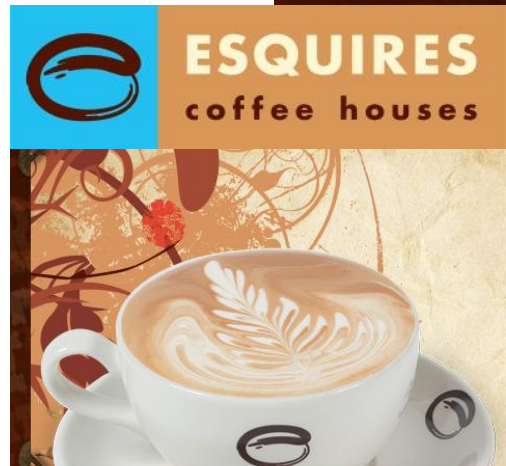
- 600 stores, expanding at one store per week

*Retail growth p.a.
(UK, past 3 years)*

Overall 0% -1%

Coffee retail 7%

Branded coffee houses 10%



Poised to grow

► Expansion under way

- 12 new stores under construction or design today –
 - China accelerating
- Minimum of 400 projected by 2020

► Strategic position in place

- Cooks owns the International IP
- Agreements to acquire Esquires UK & Irish Master Franchises
- Agreement reached to acquire Canadian Master Franchise
- Progressive Processors Agreement concluded

Current stores

UK 29

Canada 13

Ireland 5

China 11

Saudi Arabia 8

UAE 2

Bahrain 1

Kuwait 1



USA represents major opportunity

No major 'branded Organic' competition in the Café chains segment

- ▶ **Very large market**
 - Starbucks is the dominant player
 - Their weakness is ...
- ▶ **Our positioning = Organic Fairtrade**
 - Clearly defined appetite for Organic Fairtrade retail brands
 - e.g. Whole Foods
- ▶ **Timing for entry ideal**
 - Lack of competition, low rents, reduced fit out costs, strong NZ dollar and US economic downturn
- ▶ **Risk mitigated by approach**
 - => sell numerous regional franchises, LA, Chicago, etc



Scalable model

- »» Our model allows for rapid growth in turnover and store numbers with minimal capital requirements and low exposure to risk

Efficient supply chain

- » ✓ Supply of products from lowest cost location
- ✓ Acquire businesses that add value
- ✓ Lowest cost

Motivated executive



▶ **Stuart and Lewis Deeks**

- Founded and then opened all 49 Esquires stores in NZ in 8 years
- Sold the franchise to Retail Food Group (RFB.AX) for \$11.6m
- Retained franchise rights for ROW outside Australasia, UK, Ireland & Canada

▶ **Stuart Macintosh**

- Experienced senior executive with Cerebos Greggs
- Responsible for Operations, Exports, Mergers & Acquisitions, Coffee acquisitions (Robert Harris, Café Lafarre, Atomic)

▶ **Keith Jackson**

- MD of Tegel Foods for 16 years, Director & CEO of Ernest Adams, MD of Independent Dairy Processors (sold to Goodman Fielder)
- Founder of Cooks Food Group, Dairy Farm Investments and Dairyland Products



Talented and dedicated Board

▶ **Andrew Kerslake**

- Logistics background
- Numerous business interests
- Major franchise expertise

▶ **Mike Hutcheson**

- Guru of advertising and branding
- Former Colenso, HKM and Saatchi CEO
- Author and popular media commentator
- Director of Image Group



Summary

- ▶ **Coffee retailing a high growth sector**
- ▶ **57 stores in place TODAY**
 - Experienced and proven management
 - 400 stores in process
- ▶ **M&A opportunities abound**
- ▶ **Strategic value milestone in sight**
 - => 1st XV of international coffee chains



Group poised for exciting future

- ▶ **New name**
- ▶ **New direction**
- ▶ **New team**
- ▶ **New Board**
- ▶ **New vision**

