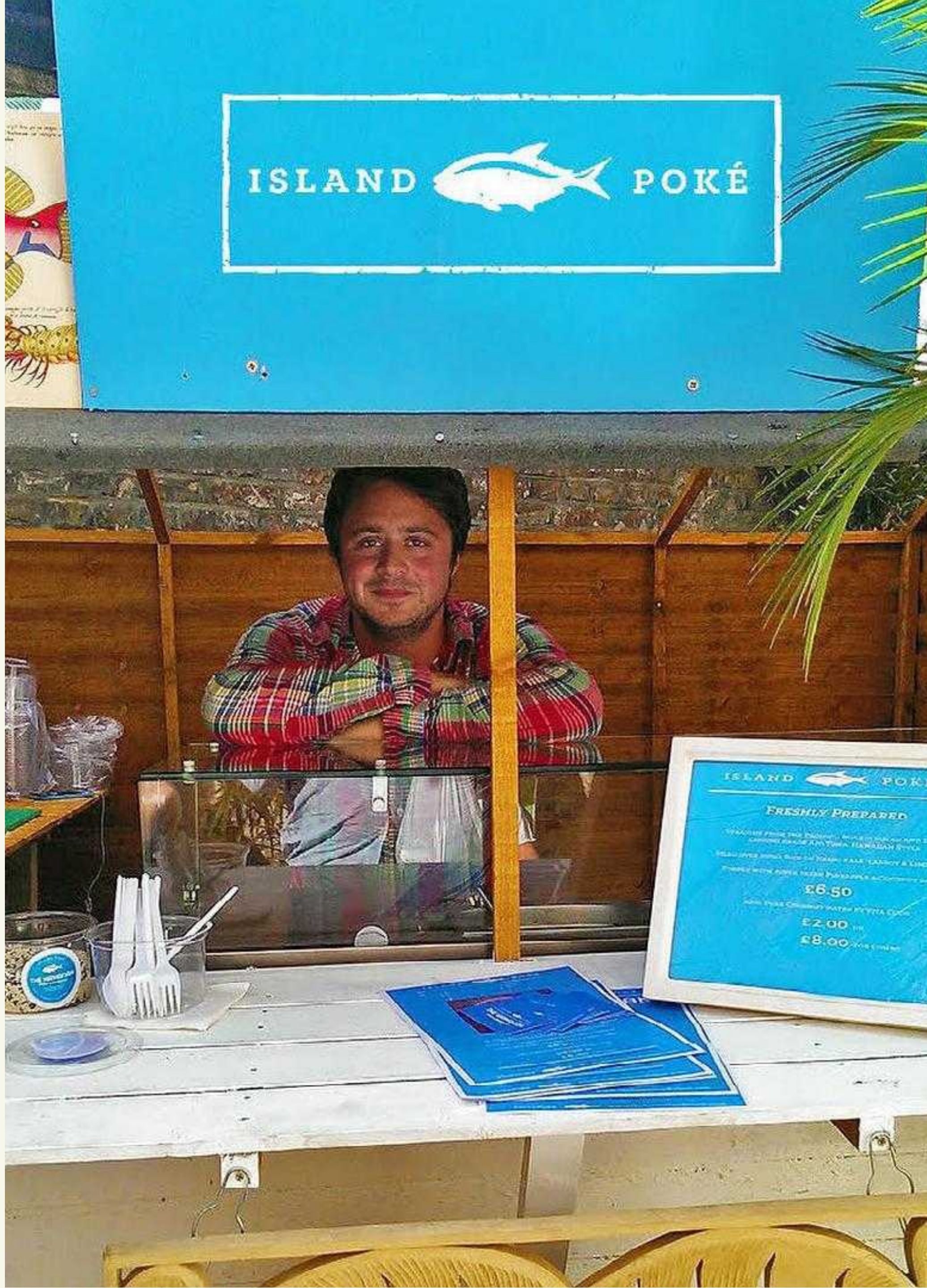


ISLAND POKÉ

Fresh Pacific Flavours



IT'S NICE
TO MEET
YOU



WHERE *It All* BEGAN

“

Having an American Dad, we would spend our summers in his native California and frequently visit my Aunt in Kauai, where I got my first taste of a poké bowl.

Fast forward 15 years, and, bored of the monotonous lunch choices whilst at work I spotted a gap in the market for a vibrant, fresh and healthy grab and go concept. I started selling poké bowls across various street food markets in London and knew there was a customer demand for it. That's what led to the opening of our first site in Kingly Street, Soho in 2016 and Island Poké was born.

We're now well positioned to grow into one of the largest players in this category and we're looking for the right partners to join us on that journey.

Hopefully from what you've read, seen and heard from me or the team, you'll know this isn't just a business for me, it is a passion and a mission to change how we source and eat our food in the grab and go sector. I'm proud to say that through Island Poké we've started to action that change, but it's only the start, and that's why I want to work with you.

We want to work with like-minded businesses and individuals that want to push boundaries and impact change, whilst having fun along the way and, of course, run successful businesses. I truly believe that by bringing motivated and talented people together we can achieve great things and that's the reason I feel franchising is our best path for growth.

Poké isn't just a short term fad, but a long term trend with rapid growth, and as the leading UK Poké brand and one of the largest in Europe we're at the forefront of that growth. I've built a great team of people, with both domestic & international experience in franchising, and I'm working with investors that have and are growing businesses globally through a partner model.

We are perfectly primed to welcome more franchise partners, and I hope that you join me on this journey.

”

JAMES GOULD-PORTER

FROM *Little* SEEDS

*In 4 years we've opened 17
locations in the UK & France,
with a pipeline of +40 across
3 European countries*

£6.4M

IN SALES
2019

577%

ROI
CANARY WHARF

132%

CAGR

#1

POKÉ BRAND
ON DELIVEROO



**WHY
ISLAND
POCKÉ?**



WHY PEOPLE *Love It*

Fresh And Healthy

“Flavoured Deliciously, “under the category of mind blowing” – these are just some of the words written about our poké by press and influencers. And our customers say the same. We stand out because we combine high quality, fresh ingredients with a unique combination of Pacific flavours and secret recipes. Tuna and pineapple who knew... we did, and now so do our fans.

Fully Customisable

Your poké your way. Customisation is now a must for a hospitality brand. Lucky for us we can offer 48000 different combinations of poké with our build your own bowl menu. The choice is totally our customer's, meaning they can have a different poké everyday... we do!

Instagrammable

Millennials and Gen Z get their inspiration and their reputation through social media. Our poké is always the star of any selfie or food pic – brightly coloured fresh ingredients look like we've captured the pacific tropics in a bowl, that will allow Instagram lovers to snap away.

A Moment Of Escape

We can make a poké bowl in 45 seconds, so if customers want speed then we can deliver it. But we've found our customers want more than this; they want an experience, they want escapism, they want an Island Poké experience. They're giving us anywhere from 1 to 10minutes of their day and we want them to feel something different, we want them to be energised by visiting us, we want them to escape the high street, office, mall or wherever and come to our Island for a break.

Our People

We're unique because our people are unique. They bring that high energy to work everyday that our customers love and keep coming back for. We forget the service script and our teams are genuinely interested in people and how their day is. We encourage interaction even at the expenses of speed, because each customer deserves our time, plus if we're doing our job the queuing is part of the fun experience.



ISLAND X-PONE

WE WORK
HARD FOR
THE MONEY.

FROM
£250K
CAPEX

£10.35
ATV

22%
LABOUR %

1.6
IPT

70%
STRONG GP

A1
**RETAIL
UNITS**



IT'S IN OUR DNA

We Hire On Personality & Attitude

You can't train a personality, so we hire based on personality. We've spent years making sure our staff can focus on the most important thing... our customers! Our recruitment process has been cultivated to make sure we get the best people, and we're proud to say not everyone is a Island Poké person, but those that are, are our stars.

We Never Stop Developing

We don't just train our teams day 1,2 or for the first week, for us training on day 100 or 200 is just as important. In short, we never stop training and learning with our people. We run constant workshops at our Pokéademy and have a stream of online content that can be accessed from learning to assessment tools.

Innovation Comes From Everyone

We want innovators all around us that can challenge us, keep us moving forward and deliver in all areas. Innovation can and should come from all parts of the business from our Kitchen Ambassadors to our founder James. We hope and expect our partners to be some of our best innovators in the future, and that's why we have forums and platforms that allow for ideas to be shared on a regular basis, and a test area that we can try anything that will improve the Island Poké system.

Interaction Is Our Oxygen

If we don't interact with customers then we aren't Island Poké. If we don't interact with our people then we aren't Island Poké. We hire people that want to talk, sing and even shout sometimes. We want people to have a voice so we make sure we give them a platform to do so and deliver for our customers. From unscripted training, to community feedback forums, customer workshops and focus groups, everything we do is about how we can interact and stay connected with people. The same goes for our Franchise partners, we want your voices too.

Family Is Our Foundation

The saying goes 'No man is an Island', well no Poké person is on an Island alone, we each have our Island family. Our family culture means that we respect and support each other. We look for qualities in our people like loyalty, honesty and trust to help curate, maintain and develop our family culture. We hope to welcome you into our family and watch you develop your own Island family.

Our High-Energy Drives Us To Remain #1

Island Poké is growing and nothing is going to stop that... not even Coronavirus, we opened 5 units in France & the UK since the pandemic started. Our fuel to achieve this is the high energy of the people we hire and service we deliver. It's what makes us different on the high street and its what drives us to deliver on our vision.

KEEPING *It* SIMPLE

Fully Managed Supply Chain

We work tirelessly with our suppliers to deliver the best product and prices to our stores and customers. We have a network of suppliers that deliver quality products on a daily basis from our central kitchen and other distribution points. Together we're always looking for quality and efficiencies in product and logistics.

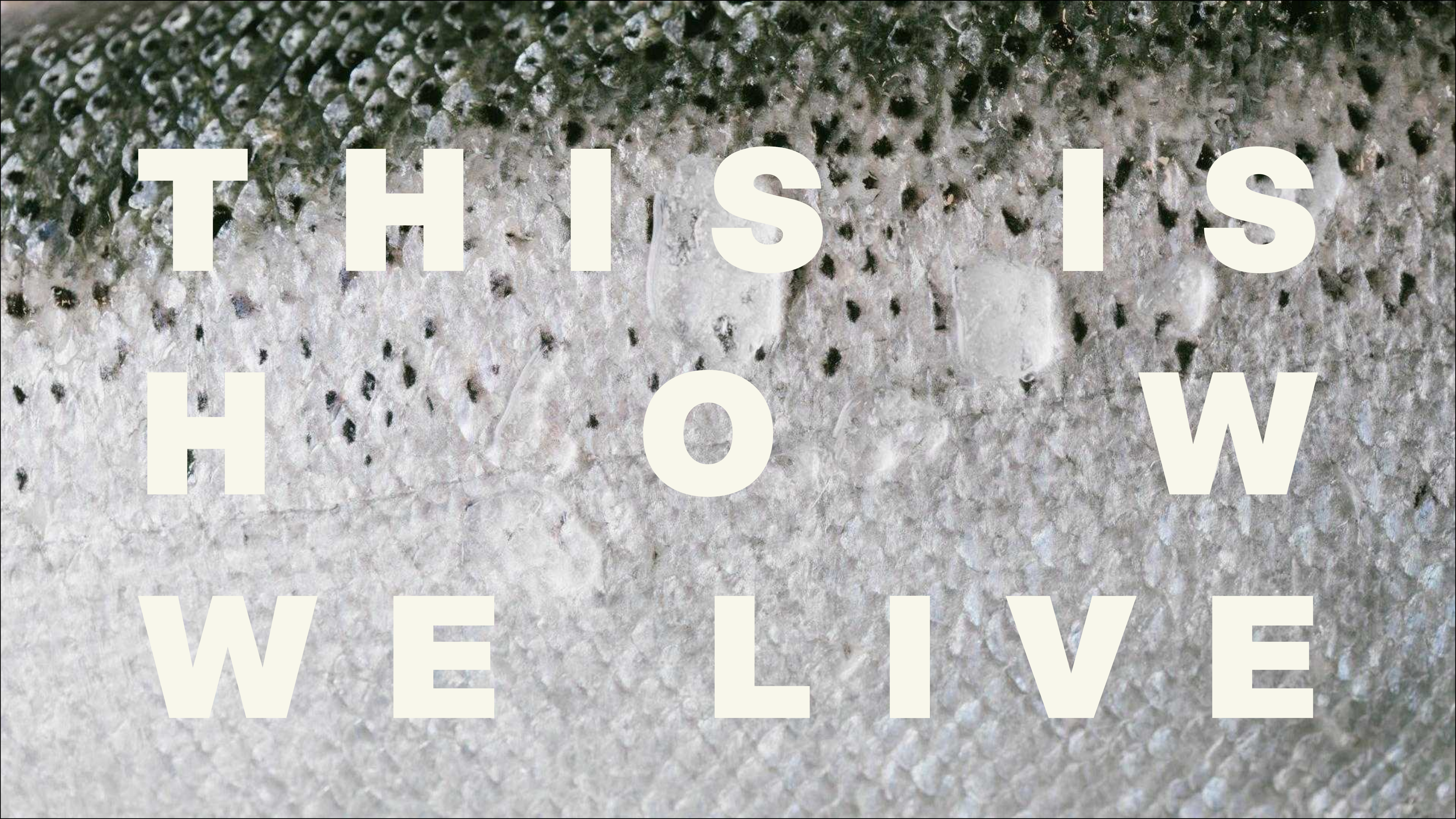
No Knife In The Business

We welcome chefs of course, but with little to no prep required on site they can leave their knives at the door because we don't need them. Our system and processes have been created to ensure consistency, quantity and quality are delivered every time to our customers.

We Embrace Technology To Simplify Our Operations

From click and collect, to the easiest management tools, we've made sure that working with us is as simple and easy as possible. We're the first Poké concept in the UK to offer an App and we run our back-of-house totally on digital platforms, so as well as the knives, you can leave the paper and pen at the door.





THIS IS
HOW
WE LIVE



O U R

Purpose & Values

Brands and companies want to talk to everyone about their Mission & Values – well forget that! We like to keep things simple, so we’ve broken down our Island life to a Purpose and here it is:

TO CREATE LIFELONG
“ALOHA AMBASSADORS”
AND POKÉ FANS ACROSS THE
WORLD, BY DELIVERING FRESH
PACIFIC FLAVOURS AND
EXPERIENCES THAT CONNECT
WITH OUR CUSTOMERS
BEYOND THE BOWL.

This purpose drives all that we do everyday, just as it has to be for everyone that joins our Ohana. With great people working towards a single purpose we can achieve great things together. So come be an Ambassador and take Island life beyond the bowl!



**WE COME IN
ALL SHAPES
AND SIZES**

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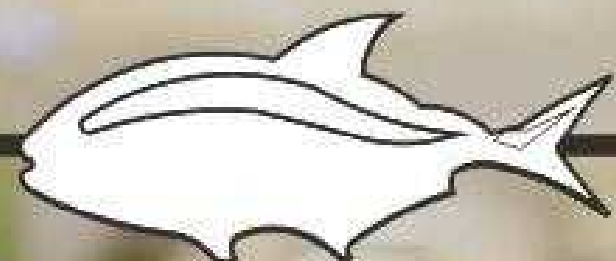
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ISLAND POKE



HOUSE BOWLS

CLASSIC BOWL	SPICY BOWL	MAUI LEMON BOWL	ANCHOVILLO BOWL	MAHIMAHIMA BOWL	GRILLED BOWL
CHICKEN	SHRIMP	MAHI MAHI	ANCHOVILLO	MAHI MAHI	GRILLED

BUILD YOUR OWN BOWL

BASE	POKE	SALSA	TOPPINGS	HOUSEHOLD
CHICKEN	SHRIMP	MAHI MAHI	ANCHOVILLO	MAHI MAHI

LEAVE THE LID, SAVE THE PLANET..

BY REUSING YOUR LID, YOU CAN SAVE THE PLANET..

NEW VEGAN TOMO HOUSEHOLD BOWL

CHICKEN

FROM
20
SQ METERS

ISLAND POKE



HOUSE BOWLS

CLASSIC BOWL	SPICY BOWL	MAUI LEMON BOWL	ANCHOVILLO BOWL	MAHIMAHIMA BOWL	GRILLED BOWL
CHICKEN	SHRIMP	MAHI MAHI	ANCHOVILLO	MAHI MAHI	GRILLED

BUILD YOUR OWN BOWL

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ISLAND POKE



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CHICKEN	SHRIMP	MAHI MAHI	ANCHOVILLO	MAHI MAHI	GRILLED

BUILD YOUR OWN BOWL

BASE	POKE	SALSA	TOPPINGS	HOUSEHOLD
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LEAVE THE LID, SAVE THE PLANET..

BY REUSING YOUR LID, YOU CAN SAVE THE PLANET..

NEW VEGAN TOMO HOUSEHOLD BOWL

CHICKEN

The image shows the exterior of the Island Poké restaurant. The storefront is painted a vibrant blue. Above the entrance, the words "ISLAND" and "POKÉ" are written in white, with a white silhouette of a fish between them. The entrance features large glass windows with dark frames and a decorative blue pattern at the base. The interior is visible through the windows, showing a modern, brightly lit space with pink and white decor. A blue circular graphic on the left side of the image contains the text "FROM -60 CETERS".





FROM
60-100+
SQ METERS





GROWING TOGETHER

SUPPORTING *Your* BUSINESS

We'll Provide You With:

**INTERACTIVE
GUIDES
&
MANUALS**

**BUSINESS
&
AUDIT
SUPPORT**

**MANAGEMENT
&
REPORTING
TOOLS**



ISLAND  POKÉ

WELCOME TO THE POKÉADEMY

OUR POKÉADEMY IS THE BEATING HEART OF ALL OUR TRAINING AND DEVELOPMENT INITIATIVES

WE'LL HELP YOU:

Become An Islander

Working at Island Poké isn't for everyone, as we've said we hire on personality. We believe through our Pokéademy we can train anyone the skills they'll need to work with us as long as they bring their personality and energy. We've worked with industry experts to provide a comprehensive induction and training program of which you'll receive: Full Island Poké Business training; Unit Management training; and Learning & Assessment Tools on an on going basis.

Continue To Push The Boundaries

Our Annual training calendar includes: NPD training, Sales & Marketing Training for Campaigns, Qualitative training programs and competitions and Training Measures & Rankings.

Share Best Practice

Part of being a franchise network is sharing best practice. We can learn as much from you as you can from us. To do this we host and run: Island Poké Training communities; Seminars; Cross Country & Business exchange programmes; Networking events; Expert Presentations & Panel events.



O U R *Island* FAMILY

We'll support you with the entire employee life cycle including recruitment and on-boarding all the way through to exit. We're pretty proud of our reward and recognition program including hosted events, company awards and prizes, making us an employer of choice, and we'll help you instil this culture this with your teams.

You'll Receive:



Recruitment & Assessment Tools



Development & Appraisal Systems



Employee Welfare Standards & Guidance on the Island Way, as well as HR Management Tools



A DEEPER *Connection*

Marketing Tools

Our marketing department will provide you with all the tools you need to create a lasting connection with your customers beyond the bowl. Island Poké is an experience, and you'll have access to: brand guidelines, marketing & social media guidelines, our tone of voice, and blueprints for campaigns with proven ROI, plus events that have impact and drive engagement.

Best-In-Class Photography

Our bowls make it easy as they look fantastic at any time, so our job is just to capture them along with our people and fantastic experiences around Island Poké. You and your team will have access to: Image library; POS Materials; Brand tools and Marketing materials including Video contents.

Marketing Calendar

Through our Marketing & Communications Calendar we ensure that we're all speaking from the same page within our team and amongst our partners. We engage in planning and brainstorming sessions with our partners, we run seminars and workshops to share best practice and learn from marketing experts in and out of hospitality. All of this will be available to you and your team and we hope you'll be able to contribute as well.

ALWAYS *Data* DRIVEN

We Listen To What Our Customers Are Saying:

The most important opinion is that of our customers, so we want to hear what they say. We've partnered with service providers to deliver us and our franchise partners: Direct Customer Feedback; Mystery Diner Reports; Social Media Aggregation Operational reports.

We Deep Dive Into The Data

We've got a dedicated function that just looks at our data and interprets it for our respective teams and partners to use, you'll have access to: Performance KPI's, Productivity analysis, Real Estate Analysis and People report.

Striving To Do Better

The world can change rapidly and 2020 has show us that more than ever. We are a nimble and entrepreneurial business and want to remain so. That's why we were able to develop and deploy alternative revenue streams like DIY boxes and Dark Kitchens within weeks of the Covid Lockdown. You'll have access to our additional models and revue streams including our very own cookbook.

WE'RE DATA
OBSESSED AND USE
IT TO INFORM ALL
OUR DECISIONS.

**T H E
P E R F E C T
P O K É
P A R T N E R**



WE'D LOVE YOU TO
JOIN US ON OUR
JOURNEY.

HERE'S WHAT WE'RE
LOOKING FOR:

T H E *Perfect Poké* PARTNER

Hospitality Experience Is A Must

We want to work with companies and individuals that can bring experience and expertise with them to their Island, so current or previous experience in Hospitality is essential.

Be An Expert In Your Region

Whether its a Region, Country or city, we expect you to know your area and have a network of contacts to leverage to establish your Island Poké business.

Have Your Own Treasure Chest of £1M

Having liquidity to start and fund your business is essential. We look for partners that have enough liquidity to open and provide operational cash flow for the first 3 units as a minimum

Share An Appetite For Growth

(Minimum of 5 sites) – We are looking for our franchise partners to develop an area of 5 or more Island Poké's. We'll grant and work with you on an exclusive development area basis and support you to grow.

Be An Island Poké Person

Most importantly we've got to get on. From this presentation you'll see that our people are everything and we expect the same from you. We will have ups and down, but if we are aligned in our vision, goals and expectations we know we'll have a great long term partnership together. For us there is no franchisor<>franchisee, there's only Island Poké.



THANK

You