

FRENCH TOUCH KITCHEN

法国厨房

MAIN ASSETS, & POTENTIALS

主要资产和发展潜力



OVERVIEW

简介

- PREMISES ASSETS & POTENTIALS
- 房屋资产和发展潜力
- SHENZHEN, THE INNOVATIVE HUB
- 深圳，创新中心
- STRATEGIC LOCATION FOR DELIVERY
- 送餐的战略位置
- AT THE DOOR OF BOOMING QIANHAI FREE TRADE ZONE
- 处于推动钱海自由贸易区的门户
- F&B COMPETITION IN THE AREA
- 餐饮业在该地区的竞争

PREMISES ASSETS & POTENTIALS (1/2)

房屋资产和发展潜力 (1/2)

■ Ready-to-use space 即用型空间

- ✓ 500 meals capacity kitchen (100m²) 500餐容量的厨房 (100平方米)
- ✓ Catering & delivery license 餐饮和送餐许可证
- ✓ Equipments for both western and asian food. 西式和亚洲食品的设备
- ✓ Contains an office space. 包含办公空间
- ✓ Initial investment : 75.000 USD // 450.000 CNY
- ✓ 首次投资: 75,000美元//450,000人民币
- ✓ Yearly maintenance budget: 3.000 USD // 20.000 CNY
- ✓ 每年维护预算: 3,000美元// 20,000人民币
- ✓ Yearly investments budget: 4.500 USD // 30.000 CNY
- ✓ 每年投资预算: 4,500美元// 30,000人民币

■ Extension possible:可能的扩展:

- ✓ Connecting space empty and available for rental
- ✓ 连接的空间是空的, 可供出租
- ✓ Adjacent & connecting spaces totalizing more than 300 square meters
- ✓ 相邻和连接空间总面积超过300平方米
- ✓ Rental price in Sept. 2018 from 90RMB/ square meter
- ✓ 2018年9月的租金价格为90元/平方米
- ✓ Real estate agency can be contacted at 15817498677
- ✓ 可致电15817498677与房地产代理商联系



PREMISES ASSETS & POTENTIALS (2/2)

房屋资产和发展潜力 (2/2)

- **What is the value added for ADEN ? ADEN的附加值是多少?**
 - ✓ Profitable business, with stable contracts and growing figures ;
 - ✓ 有利可图的业务，合同稳定，数字不断增长；
 - ✓ Fast return on investment ; 快速的投资回报；
 - ✓ New activity in the portfolio ; 投资组合中的新活动；
 - ✓ Easy and fast implantation in Guangdong ; 在广东轻松快速植入；
 - ✓ Many business opportunities can be explored without further investment ;
无需进一步投资即可探索许多商机；
 - ✓ Possibility to widen the space to maximize production.
 - ✓ 可以扩大空间以最大化生产。



SHENZHEN, THE INNOVATIVE HUB (1/3)

深圳，创新中心（1/3）

- Shenzhen: **one of the fastest moving and innovative cities worldwide.** 深圳：全球最快，最具创新性的城市之一。

- ✓ Its economic output is ranked **3rd among Chinese cities** (behind Beijing, Shanghai).

其经济产出在中国城市中排名第三（仅次于北京，上海）

- ✓ The city was ranked 19th in the 2016 Global Financial Centres Index. 该城市在2016年全球金融中心指数中排名第19位。

- ✓ Among all major cities in China, Shenzhen gets the highest GDP per capita, foreign export volume, number of patent applications and number of patents owned per capita.

- ✓ 在中国所有主要城市中，深圳的人均GDP，外国出口量、专利申请数量和人均拥有的专利数量最高。



SHENZHEN, THE INNOVATIVE HUB (2/3)

深圳，创新中心（2/3）



- The city is now a **leading global technological hub**, dubbed the next Silicon Valley.
- 该市现在是全球领先的技术中心，被称为下一个硅谷。
 - ✓ It hosts the headquarters of many multinational corporations, and is **home to many internationally successful high-tech companies**, including Huawei, Tencent, Konka, Skyworth, ZTE, TP-Link, DJI, etc.

它是许多跨国公司的总部所在地，也是许多国际成功的高科技公司的所在地，包括华为，腾讯，康佳，创维，中兴，TP-Link，大疆等。

- ✓ Many foreign high-tech companies have their China operations centres located in the Science and Technology Park (**High Tech Park**).
- 许多外国高科技公司的中国运营中心位于科技园（高科技园区）。

- ✓ Due to its unique status as the first Chinese 'Special Economic Zone', Shenzhen is also an extremely fertile ground for startups, be it by Chinese or foreign entrepreneurs.

由于深圳作为中国第一个“经济特区”的独特地位，无论对中国企业还是外国企业家来说，它也是创业公司的一片沃土。



SHENZHEN, THE INNOVATIVE HUB (3/3)

深圳，创新中心（3/3）

■ What is the value added for ADEN ? ADEN的附加值是多少？

- ✓ In terms of **communication**: having a Shenzhen location will strengthen your innovation image, especially with a « side » business model (delivery versus on-site F&B services);

在沟通方面：在深圳拥有一个地方能增强您的创新形象，特别是采用“侧面”商业模式（送餐与现场餐饮服务）；

- ✓ In terms of **customers knowledge**: Shenzhen has been an early-adopter and trendsetter place in China. It is the perfect city to test products, catch the market trends, anticipate evolutions ;

在客户知识方面：深圳一直是中国的早期采用者和潮流引领者。它是测试产品、捕捉市场趋势、预测变化的完美城市；

- ✓ In terms of **technology** : possibility to set up efficient R&D projects and / or partnerships.

在技术方面：具有建立有效的研发项目和/或伙伴关系的可能性。



A STRATEGIC LOCATION FOR DELIVERIES (1/3)

送餐的战略位置 (1/3)

- In a 2.000 km² city widely spread along the coast, the kitchen is:
- 在一个2.000平方公里的城市，餐厅是：
 - ✓ 1 minute away from Qianhai Free Trade Zone 距前海保税区1分钟路程
 - ✓ 10 minutes away from Shekou district, Shekou Industrial Port, Shekou Touristic Port 距蛇口区、蛇口工业港、蛇口旅游港10分钟路程
 - ✓ 10 minutes away from High Tech Park 距高科技园区10分钟路程
 - ✓ 15 minutes away from Bao'An district 距宝安区15分钟路程
 - ✓ 20 minutes away from Futian district 距福田区20分钟路程



A STRATEGIC LOCATION FOR DELIVERIES (2/3)

送餐的战略位置 (1/3)

- The Kitchen is located **near an important junction**, making it “on the road” of most of the city

餐厅位于一个重要的交叉路口附近，使其成为大多数城市的“必经之路”。

- ✓ Easy access to the North & West (Shenzhen Airport, northern districts, Highway to Guangzhou)

轻松进入北部和西部（深圳机场，北区，高速公路到广州）

- ✓ Easy access to the East (High Tech Park, Futian, Hong Kong border)

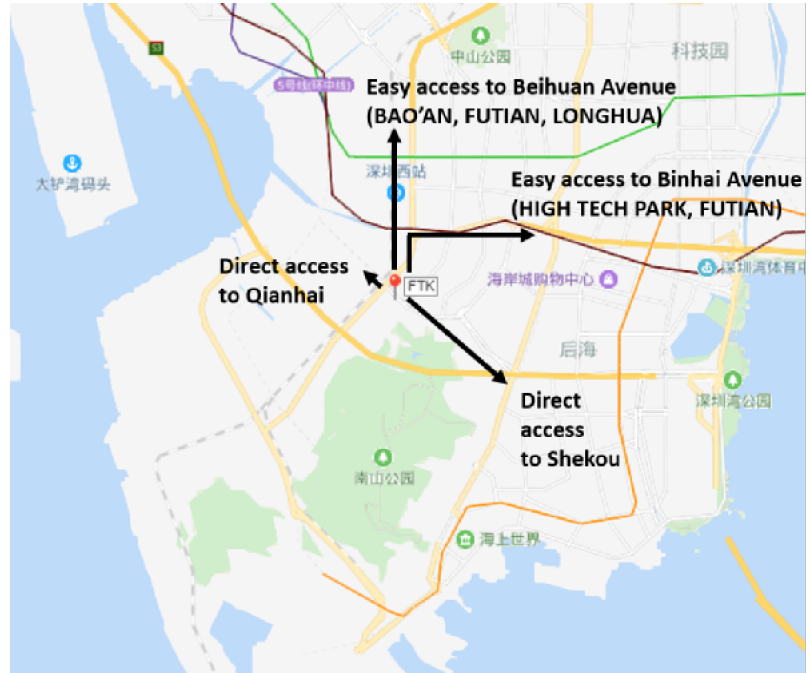
轻松进入东部（高科技园区，福田，香港边境）

- ✓ Direct access to Shekou

直达入蛇口

- ✓ Direct Access to Qianhai

- ✓ 直达前海



A STRATEGIC LOCATION FOR DELIVERIES (3/3)

送餐的战略位置 (3/3)

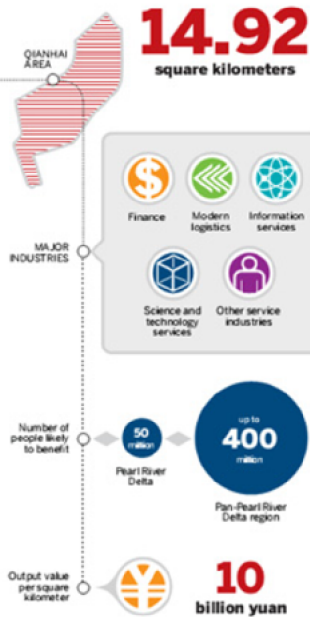
- **What is the value added for ADEN ?** ADEN的附加值是多少?
 - ✓ Competitive advantage of premises location (crucial in the large and spread city that is Shenzhen)
餐厅位置的竞争优势（在深圳的大型和发展城市中至关重要）
 - ✓ Getting at the right spot to optimize delivery across the city ;
找到合适的位置，优化整个城市的送餐；
 - ✓ Benefit from our experience on the ground to choose kitchen location ;
受益于我们在实地选择餐厅位置的经验；
 - ✓ Affordable rental costs.
经济实惠的租赁费用。



AT THE DOOR OF BOOMING QIANHAI FTZ (1/4)

在前海自由贸易区的门口 (1/4)

FACTS ABOUT THE QIANHAI BAY ECONOMIC ZONE



- **Qianhai Free Trade Zone is located less than 200 meters from the Kitchen.** The zone is a testing ground for progressive central government policies, where currency controls and rules on tax and investing are relaxed.
- 前海保税区距离餐厅不到200米，该区域是中央政府进步政策的试验场，放宽了货币控制和税收和投资规则。
- Since 2014, Qianhai is **one of the 4 FTZ in China to benefit from very advantageous taxation policies** :
- 自2014年以来，前海是中国四大自贸区之一，受益于非常优惠的税收政策：
 - 15% preferential corporate income tax rate; 优惠的企业所得税税率为15%;
 - 15% personal income tax rate. 个人所得税税率为15%。

AT THE DOOR OF BOOMING QIANHAI FTZ (2/4)

在前海自由贸易区的门口 (2/4)

- The FTZ project kicked off in 2010 and should be **completed in 2020**. Upon the completion of Qianhai's railway system, Qianhai will be approximately:

自由贸易区项目于2010年启动，应于2020年完工。在前海铁路系统建成后，前海将：

- ✓ **10 minutes away from the Hong Kong International Airport** by train,
乘火车10分钟即可到达香港国际机场，
 - ✓ **7 minutes from the Shenzhen airport**, 距深圳机场7分钟，
 - ✓ 30 minutes away from Central, Hong Kong. 距香港中环30分钟。
- The Chinese government is investing a vast amount of funds into the area with new buildings, infrastructure, world class logistics, health, education facilities and more.

中国政府正在投资大量新建筑，基础设施，世界一流的物流、健康、教育设施等。



AT THE DOOR OF BOOMING QIANHAI FTZ (3/4)

在前海自由贸易区的门口 (3/4)

- International and national investors, Entrepreneurs, Incubators, companies, are fastly establishing into Qianhai FTZ. 国际和国内投资者、企业家、孵化器、企业正在前海自贸区快速建立。
- Qianhai hosts one of China's largest startup incubators & accompanying investment opportunities.

前海拥有中国最大的创业孵化器之一，并伴随着投资机会。

- Big companies are taking the leap such as Hong Kong conglomerate company Chow Tai Fook, who established its Chinese headquarters in Qianhai. 香港企业集团周大福在前海建立了中国总部。
- **Authorities in Qianhai target to attract 800,000 talents to work in the area and are offering apartments to 300,000 residents.**
前海当局的目标吸引了80万人才到该地区工作，并为30万居民提供公寓。



AT THE DOOR OF BOOMING QIANHAI FTZ (4/4)

在前海自由贸易区的门口（4/4）

■ What is the value added for ADEN ? ADEN的附加值是多少？

- ✓ Booming sales opportunities « next door » in the years to come ;

未来几年“隔壁”的销售机会将蓬勃发展；

- ✓ Maximizing the business value due to its location ;

由于其优越的地理位置，商业价值将得到最大化；

- ✓ Easy access to the site, both nationwide and internationally, once railway system is completed

一旦铁路系统完工，便可轻松地连接全国和世界

- ✓ Possibility of R&D activities / partnerships in Qianhai FTZ

在前海自贸区开展研发活动/建立合作伙伴关系的可能性

- ✓ Legitimacy to establish headquarters in Qianhai FTZ

在前海自贸区建立总部的合法性



F&B COMPETITION IN THE AREA (1/4)

该地区的餐饮竞争（1/4）

- Multinational companies like Sodhexo and Compass don't operate themselves or don't operate anymore in the area. 像Sodhexo和Compass这样的跨国公司自己不再运营 或者不再在该地区开展业务。
- The unique big scale F&B competitor in the area is implanted locally (headquarters in Shenzhen):
- 该地区独特的大型餐饮业竞争对手在当地植入（总部设在深圳）：
- ✓ **Nourish company** (created around a decade ago) specializes in onsite canteen catering for factories and schools.

Nourish公司（大于10年前创立）专门为工厂和学校提供现场餐饮服务。

- ✓ **Nom-Nom** (Nourish sister's company, created in 2016) is an affordable chef-made meal delivery model aiming to satisfy O2O (online to offline) and B2B consumers from centrally owned and operated kitchen canteen. O2O model is not yet out (postponed, it's supposed to be launched in Fall 2018).

Nom-Nom（Nourish姐妹公司，创建于2016年）是一种经济实惠的厨师制造的送餐模式，旨在通过精心设计和经营的厨房食堂满足O2O（线上到线下）和B2B消费者。O2O模型尚未推出（推迟，预计将在2018年推出）。

- ✓ NomNom reached USD 13M post money value after 12 months in 2017, after they closed Series A funding of USD 3M.

在关闭A系列资金3百万美元后，NomNom在2017年12个月后达到了1300万美元的货币价值。



F&B COMPETITION IN THE AREA (2/4)

该地区的餐饮竞争 (2/4)

- Over the past 2 years, many international schools in Shenzhen have been taken over by Nourish/Nom-Nom (lunch box delivery or on-site catering):

在过去的两年里，深圳的许多国际学校被 Nourish/Nom-Nom接管（午餐盒送餐或现场提供餐饮）：

- ✓ SIS Shekou International School, 2 campuses, 800 pupils (formerly Eurest-Compass)

SIS蛇口国际学校，2个校区，800名学生（原名Eurest-Compass）

- ✓ QSI Quality School International, 4 campuses, 1300 pupils, the estimated 3 year turnover is over 1.8M USD (delivery, Nom-Nom acquired the local food provider, contract until 2021)

QSI国际质量学院，4个校区，1300名学生，估计3年营业额超过180万美元（送餐，Nom-Nom收购当地食品供应商，合同到2021年）

- ✓ SAIS Shenzhen American International School, 230 pupils (delivery, Nom-Nom acquired the local food provider, contract until 2020)

SAIS深圳美国国际学校，230名学生（交付，Nom-Nom收购当地食品供应商，合同到2020年）

- ✓ Merchiston school opened in Fall 2018, target of 1200 pupils (on-site)

Merchiston学校于2018年秋季开学，目标为1200名学生（现场提供餐饮）



F&B COMPETITION IN THE AREA (3/4)

该地区的餐饮竞争 (3/4)

- Other recent info from Nourish / Nom-Nom: Nourish / Nom-Nom的其他近期信息:
 - ✓ Spring 2018: established contract with Hao Shi Jie Vending machines to distribute lunch box meals to their over 1000 office worker customers per day in Futian district.
2018年春季: 与郝世杰自动售货机签订合同, 在福田区按日分配1000多名上班族客户。
 - ✓ Spring 2018: TUV office cafeteria, 5RMB/100g, 30 daily rotating varieties (average selling price of 16RMB)
2018年春季: TUV办公室自助餐厅, 5元/100克, 每日旋转平均30个(平均售价16元)。
 - ✓ Spring 2018: USI Electronics Office & Factory, Nanshan, 4000 workers, on-site catering, 3 meals per day, every day.
2018年春季: 南山USI电子办公室和工厂, 4000名工人, 现场餐饮, 每天3餐, 每天提供。
 - ✓ Fall 2018: Building a factory cafeteria at WIK (German Appliance factory, Bao'An), 5000 workers, and will also deliver 4 times per day.
2018年秋季: 在WIK(宝安德国电器厂)建造工厂食堂, 5000名工人, 并将每天送4次。
 - ✓ Fall 2018: Huizhou Theme park and factory, temporary canteen to feed 5000 construction workers on site
2018年秋季: 惠州主题公园和工厂, 临时食堂, 为现场5000名建筑工人提供食物

F&B COMPETITION IN THE AREA (4/4)

该地区的餐饮竞争 (3/4)

■ What is the advantage for ADEN ? ADEN有什么优势?

- Aden can be a challenger (not very good feedbacks regarding the quality of food in NomNom's school lunch boxes, for example). **Aden** 可成为一个挑战者 (例如, 对NomNom学校午餐盒中的食物质量的反馈不是很好)。
- Competitive advantage of proposing side services such as security/cleaning. 提出安全/清洁等辅助服务的竞争优势。
- Enter the F&B market with your current customers 与您当前的客户一起进入餐饮市场
- Compete based on experience, reliability and referral (many sites operating, across Asia, for many years)
- 根据经验, 可靠性和推荐进行竞争 (许多网站在亚洲运营多年)
- Either offices, schools or factories: there is a fast change in the local mentalities to improve the food quality being served, and the market is quickly expanding
- 办公室、学校或工厂: 当地对改善服务质量的心态变化很快, 市场迅速扩大
- International schools keep opening up in Shenzhen, at the pace of the city growth (Shenzhen not being a province capital, there are less government schools than in Beijing or Shanghai).
- 国际学校在深圳正随着城市增长的步伐持续开设 (深圳不是省会, 政府学校的数量少于北京或上海)。
- A growing market, with space for newcomers to take some market shares !

一个不断增长的市场, 为新手提供了市场份额的空间!

