



Camile

healthy thai food

An international Thai restaurant group for health conscious consumers

Franchising Playbook

ABOUT CAMILE

Camile Thai Kitchen is a unique food experience that not only excites customers but also provides a great business opportunity.

It is the result of years of business experience, a desire to create something new and different and a dedication to providing quality products and services. Created in 2010 by Brody Sweeney, founder of the award winning O'Briens Sandwich Bar chain (350 outlets in 16 countries) Camile Thai Kitchen is poised for significant growth in the UK.

Join us as one of the biggest players in the on-demand economy for healthy food delivery in your market.

We want to help our guests win the new game, by supporting their balanced lifestyle.

With 30+ outlets and expanding rapidly in the U.K., Ireland and overseas, Camile is ready to grow with committed partners and franchisees in urban areas, globally.



DELIVERY IS IN OUR DNA

A home delivery-focused restaurant brand that has been in high demand during the Coronavirus crisis

Why Camile?

- A recognized brand associated with service excellence, health and success
- A delicious and well-crafted range of restaurant quality dishes
- An environmentally, socially responsible brand
- A home delivery focused food brand that has grown and developed during the Coronavirus crisis

Your Opportunity

Our current expansion focus in the UK presents fantastic opportunities for single and multi-site franchise operators who have the skills, dedication, and energy to share in the rewards on offer. Camile Thai Kitchen is driven by a hunger for growth and success. A success that we want to share, not only with

capable entrepreneurs, but also with ambitious brand partners. Establishing a relationship with Camile will allow you to partner with a unique concept and proven business model, backed by a talented and innovative support team.

What's in it for me?

- Enjoyable and fulfilling career
- Outstanding opportunity for growth
- Unique product, a healthy convenience brand that is forward thinking and delicious
- Full support from our experienced management team
- Become a valued member of your local community
- Build your team and be your own boss
- Potentially £20K+ weekly turnover



OUR BRAND VALUES

We care. The company story is the company strategy, and at our core, our primary brand value is that We Care. From our experience, this is what builds the best teams.



We care about our team.



We care about our guests.



We care about the environment.



We care about the future.

UNIQUE OPERATIONAL FEATURES

Caterday Central Production

- We have our own central production kitchen where all our sauces and starters are prepared by hand by incredibly skilled chefs - this ensures consistency in our quality, and reduces labour hours and skills at the restaurant end

Simplified Operations

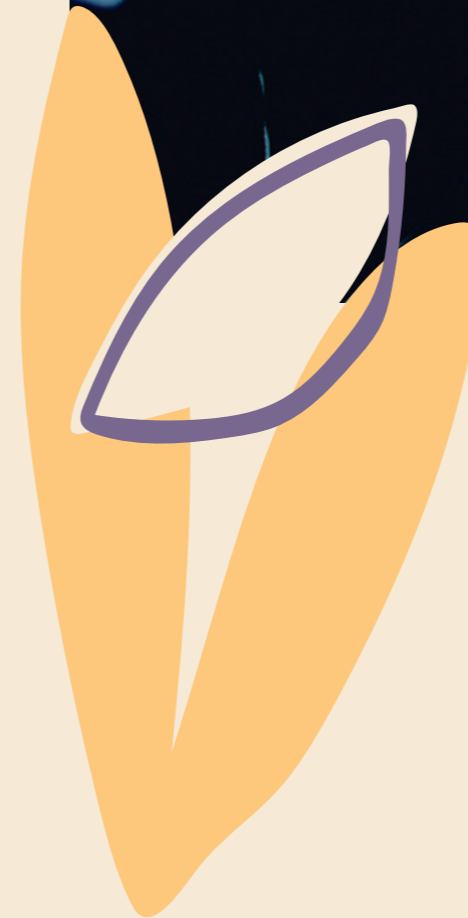
- Short menu of key sellers
- De-skilled cooking and preparation = no expensive chefs required
- All marketing and packaging materials developed
- From Home delivery focused no seats restaurants, to fast casual dine in with 50 seats, to kiosks in train stations and everything in between

Marketing

- A carefully curated health and wellness lifestyle brand
- Brand Marketing driving revenue for your restaurant
- Social messaging and content that speaks to how our guests live now
- Significant marketing budget

High profit potential

- High per square foot sales
- A thoughtful, carefully developed menu to deliver taste & profitability
- Low rental suburban locations (target occupancy costs <5% sales)



MARKET DRIVERS

On-demand economy and need casting technology

Busier lives force consumers to demand immediate access to goods and service, causing the rise of convenience food in our economy.

There has been a seismic shift towards plant forward eating,

both for health and environmental reasons. Health and wellbeing is becoming of considerable importance to consumers.

Consumers are driving a clear sustainability message with their purchasing decisions.

There are changes in consumer's diets towards vegan, dairy-free and gluten-free options.



HOW WE SUPPORT YOU

Supply Chain

- Technically complex food products (homemade sauces, spring rolls, etc.) supplied from Caterday
- Unique bespoke compostable packaging
- Easily available ingredients
- Relationships with national suppliers meaning competitive pricing

Operational Support

- Regular visits and quality assessments
- Regular central training days and conferences
- Newsletter & digital updates
- Real time social media management at weekends

Training

- 17 specific training courses
- Regular webinar training, as well as on the job
- Digital Learning Management system platform

Marketing & Branding

- Telling the story of Camile through our restaurants and packaging
- Strong social media presence across all branches
- Experiential lifestyle campaigns
- Full launch promotion programme
- Full marketing toolkit for offline and online

Restaurant Design and Fitout

- Full bespoke restaurant design service
- Established relationships with kitchen equipment suppliers, EPOS systems etc.

Innovation

- New product development
- Restaurant design upgrades
- Virtual brands
- Celebrity Chef partnerships
- Drones partnership



IN HIS OWN WORDS...

‘I’ve worked in premium Thai restaurants before, so I was familiar with the cuisine, but **what attracted me to Camile was the health-focused, community-oriented, dynamic nature of the franchise. I could see a huge opportunity with a lot of space to grow and experiment.** Camile does bring a lot of life and creativity to the concept of management. I decided to take on the franchise opportunity so I could fully realize what I wanted to do with the business. **The support that I have has never been matched by anyone I’ve worked with before,** in terms of one-to-one contact and interaction.’

Rakesh Gopalakrishnan
Franchise Owner – Camile Tooting Bec



ROBUST FINANCIALS

3 different retail models:

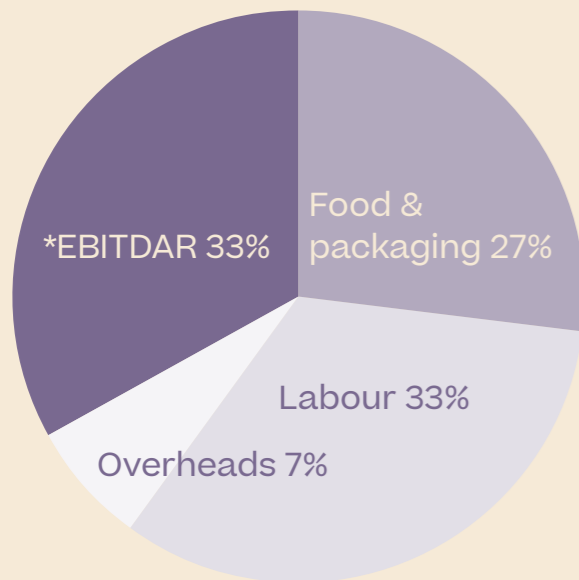
Model 1: Neighbourhood home delivery

Capex c. 350–450k

Trading margins

Weekly sales 20k–35k

- Core expansion model for Camile
- Located in residential suburbs
- Typically 1,500 sq ft – 30 seats or delivery only
- 70% off premises consumption
- CAPEX c. £300-400k



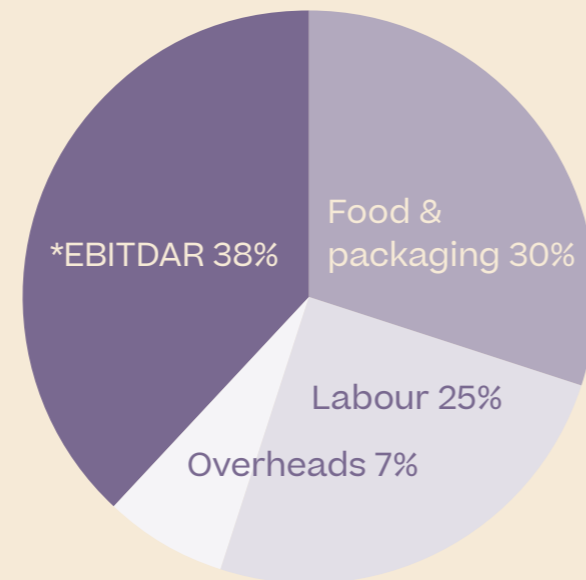
Model 2: Petite Camile

Capex c. 100k

Trading margins

Weekly sales 6k–12k

- Developed for high footfall, high rental locations
- Low CAPEX <c.£100k
- Fast service < 60 seconds
- Suitable for Transit stations, supermarkets, food courts
- Strategic partnerships
 - Circle K
 - SSP Airports



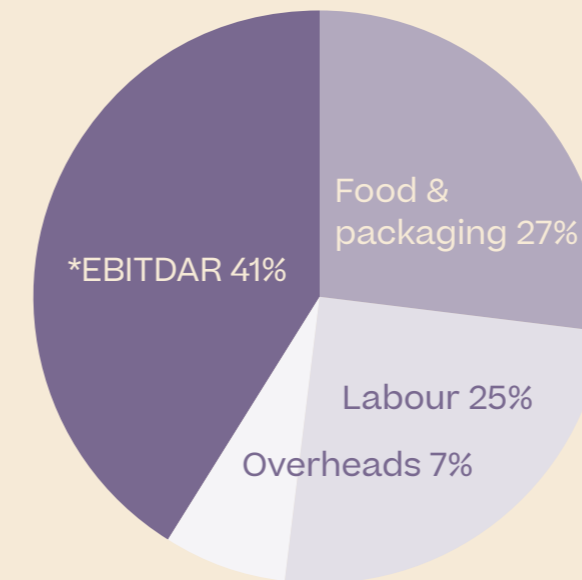
Model 3: Cloud kitchen

CAPEX c. 20k

Trading margins

Weekly sales 6k–16k

- Low CAPEX, Low risk
- Entry strategy for new markets
- Strategic partnerships
 - Deliveroo



*EBITDAR: Earnings before interest, taxation, depreciation, amortization and rent

Disclaimer: Please note that these figures are based on the performance of actual operating units. These are not a projection of how a new unit will perform, or indeed if a particular unit will in fact make a profit. Prospective franchisees and partners must obtain independent legal and financial advice, on their proposed business dealings with Camile.

Great return on investment

Camile's low CAPEX to sales ratio, means CAPEX can be repaid quickly, in some cases in less than a year.

*EBITDAR: Earnings before interest, taxation, depreciation, amortization and rent

MODEL 1: NEIGHBOURHOOD HOME DELIVERY

Our core restaurant model. Stand alone restaurants, with or without seats, located in residential neighbourhoods

- From 800-2,500 Sq ft
- Full service kitchens
- Serving catchment of approximately 25,000 people
- Prominent locations
- Easy access/parking



MODEL 2: PETITE CAMILE

Small format, quick service, low capex and operating costs solutions

- Suitable for
 - Transit links (Motorway services, train station, bus station, airports)
 - Supermarkets
 - Food courts
- Small footprint – from 150 sq ft

