



MOTIKO – a dessert as a philosophy...



Dear potential partner,

We thank you for being interested in our MOTIKO trade mark.

In this offer you can find a detailed description of our cooperation proposal within format franchising. In case your desire and potential concur with our vision and exigency, we'll be glad to start the negotiations.

Respectfully,
Board of directors
MOTIKO International LTD



MOTIKO – a dessert as a philosophy...

We produce Mochi - an ancient Japanese dessert with thousands of years of history. The dessert collection MOTIKO includes sweets that are made of rice crust with various fillings.

We use our special cream for Mochi. It's not ice-cream, or a souffle, or a mousse. We dreamed of creating something special but maintaining the ancient traditions of Japanese cuisine. Finally, we did it - our authentic Mochi cream. That is something else. When it combines with our dough and ingredients, it makes the perfect balance.

The shelf life (expiration date) for the desserts counts 12 months, due to the fact that these desserts are preserved at an optimal temperature -18°C .

MOTIKO - a dessert that mingles pleasure and utility. It allures you by its catching aspect, arousing a flaming delight - to feel its taste instantly.



MOTIKO is more than a company that produces desserts.
It is our dream to bring Japanese culture to the world.

We are always learning new things about Japan and we welcome you to join us on this fascinating journey. Maybe you will be interested in how Mochi is made? Or the drawings of Sakura will inspire you and to find something new about this beautiful tree? Or we will spark an interest in Japanese clothing or even Sinto traditions?

We always make our best to make the entire process - from making Mochi and delivering it to you - as authentic as possible. That is the reason we so carefully design our brand shops - from selling unique Japanese products as Mochi desserts and Matcha tea to shaping unique kimono - like uniforms for our coworkers. It takes time and an enormous effort, but it makes our lives complete.



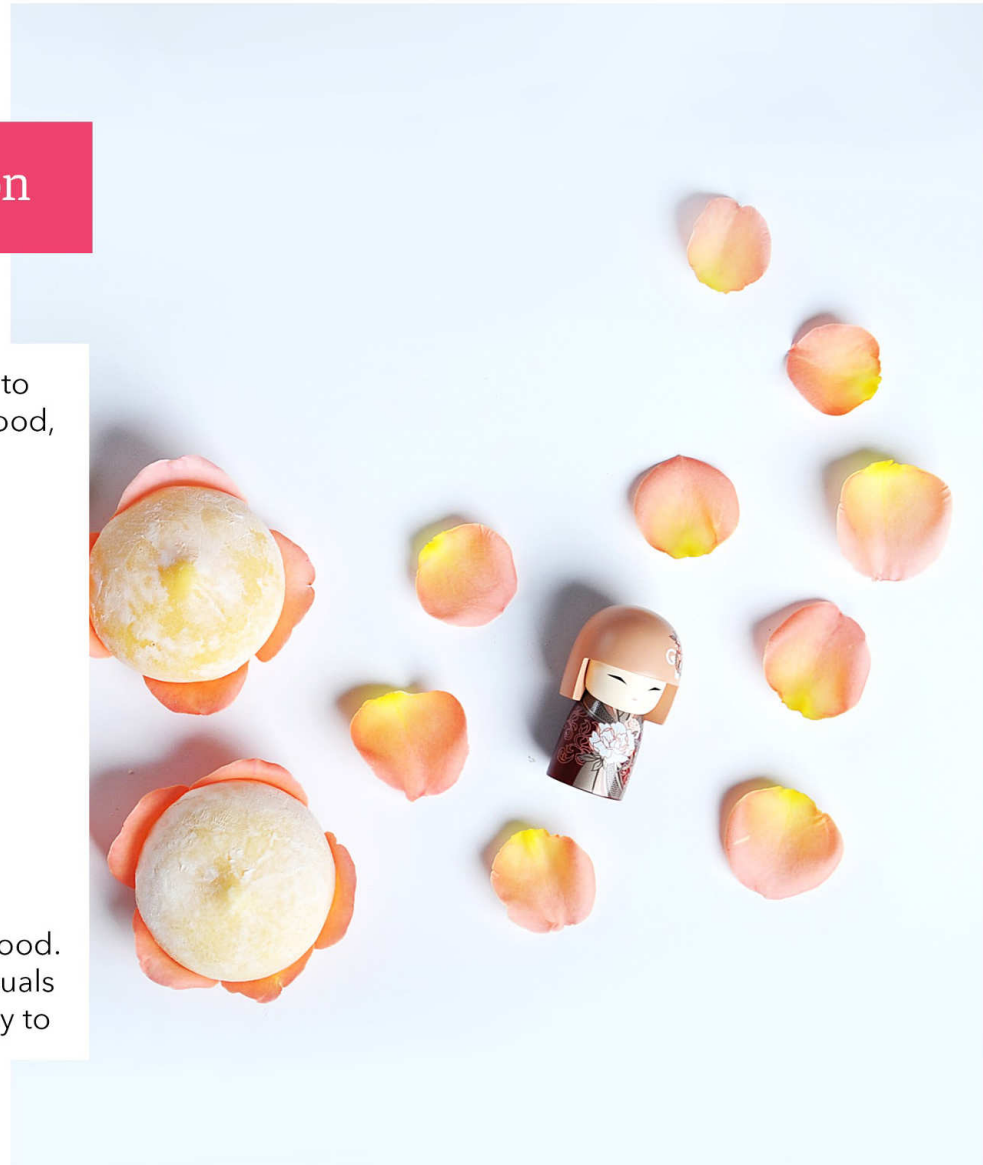
The MOTIKO corporate mission

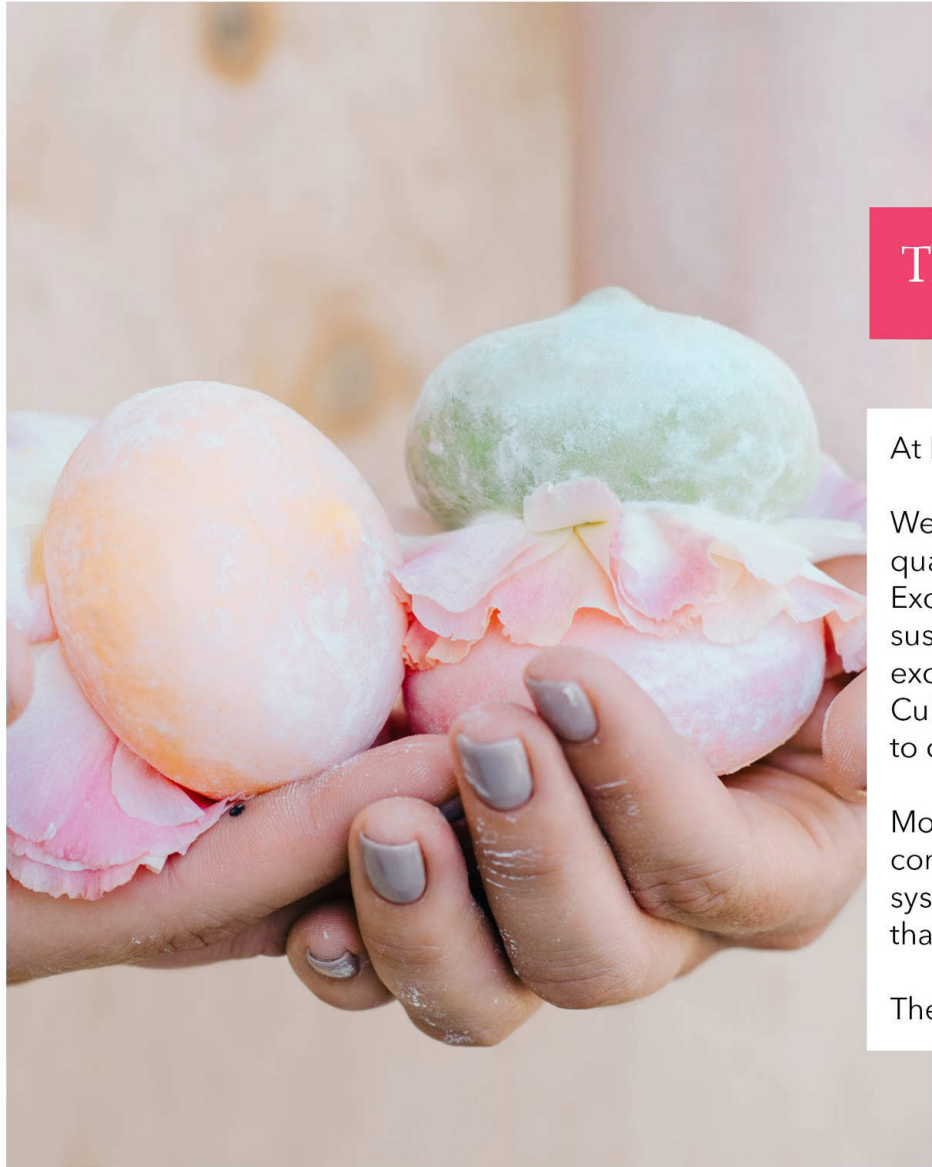
We see our mission as to promote a mindful approach to nutrition, explore aesthetic qualities in contemporary food, and cultivate a new type of consumer behavior.

Thus, **our core values** are:

- 🌀 The highest quality standards
- 🌀 Leadership in the industry
- 🌀 Creating outstanding tasteful experience
- 🌀 Mindful approach to nutrition
- 🌀 Conscious consuming
- 🌀 Food aesthetics
- 🌀 The eclectic combination of culture and traditions with innovation and technology

But the mission for MOTIKO is about more than great food. We are not another dessert manufacturer. We shape rituals and change mindsets. MOTIKO is about this philosophy to settle down for a while and savor the moment.





The MOTIKO aim

At MOTIKO we also dream big.

We desire to be the industry leader, setting the highest quality standards that are challenging but motivating. Exceptional food is our way of life. Our passion for refined, sustainable ingredients and steadfast commitment to always exceed the expectations of our clients ensures our future. Culture, efficiency, and flexibility in all areas are fundamental to our profitability, the engine for our continued success.

Moreover, our aim is to achieve leadership within franchise concept, in order to enlighten one of the biggest franchise system, by building more than 100 branded stores MOTIKO, that will generate incomes for us and our partners.

The deadline for achieving the objective is 10 years.

The key details for MOTIKO franchise

The MOTIKO International LTD offers 2 types of flexible franchise:

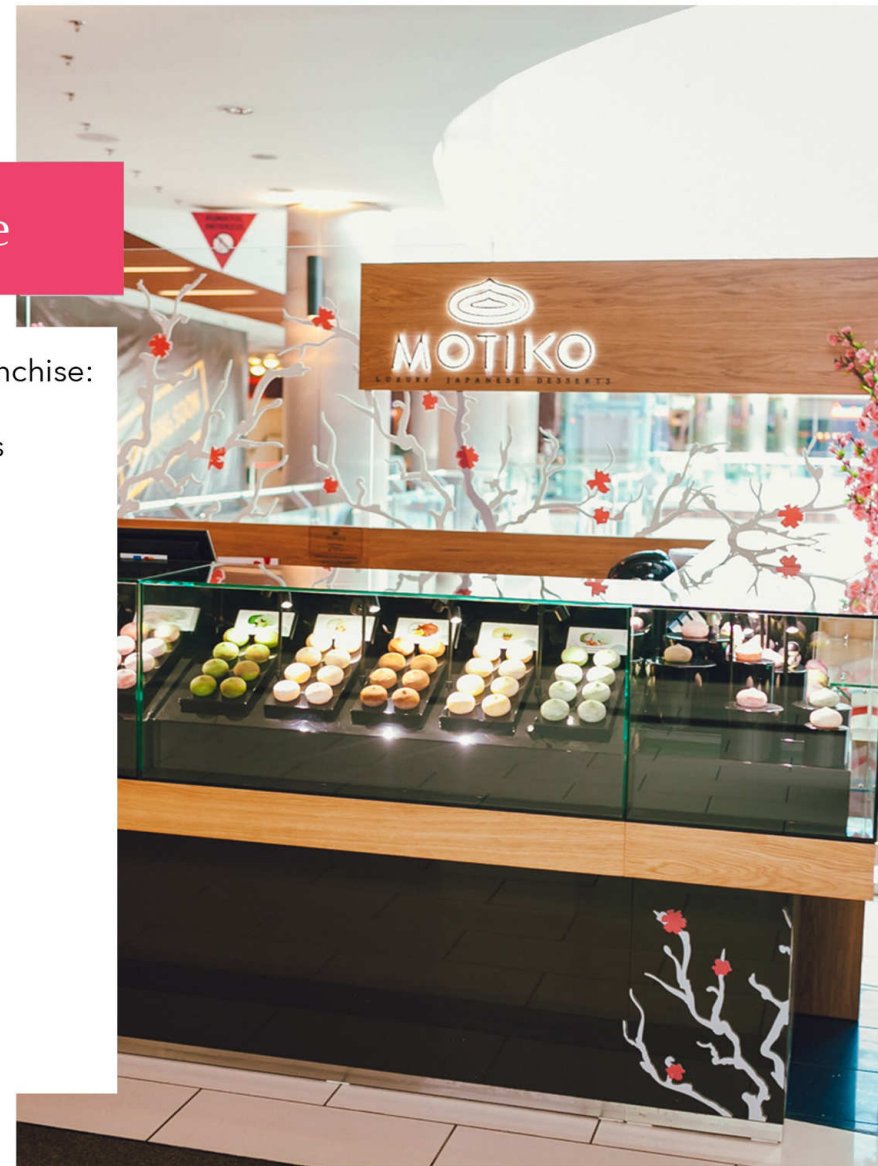
1. General/state exclusive franchise. The minimum numbers of shops are established after negotiations.

Minimum contract period - 10 years, including developing the HoReCa niche (segment). (the minimum numbers of partners are established within negotiations).

2. Territorial/city exclusive franchise. The minimum number of brand-shops - 3.

Minimum contract period - 3 years, including developing the HoReCa niche (segment) in the territory concerned. (the minimum numbers of partners are established within negotiations).

Important! Priority have those who contract state exclusive franchise.





Types of distribution

MOTIKO Brand-shops

Brand "Corner"

Area to 8 m²

Coffee machine - yes

Shop assistant - 2

Minimum flow for visitors - 50 visitor per hour

Brand "Shop"

Area to 12 m²

Coffee machine - yes

Shop assistant - 2

Minimum flow for visitors - 80 visitors per hour

Brand "Shop Café"

Area to 80 m²

Coffee machine - yes

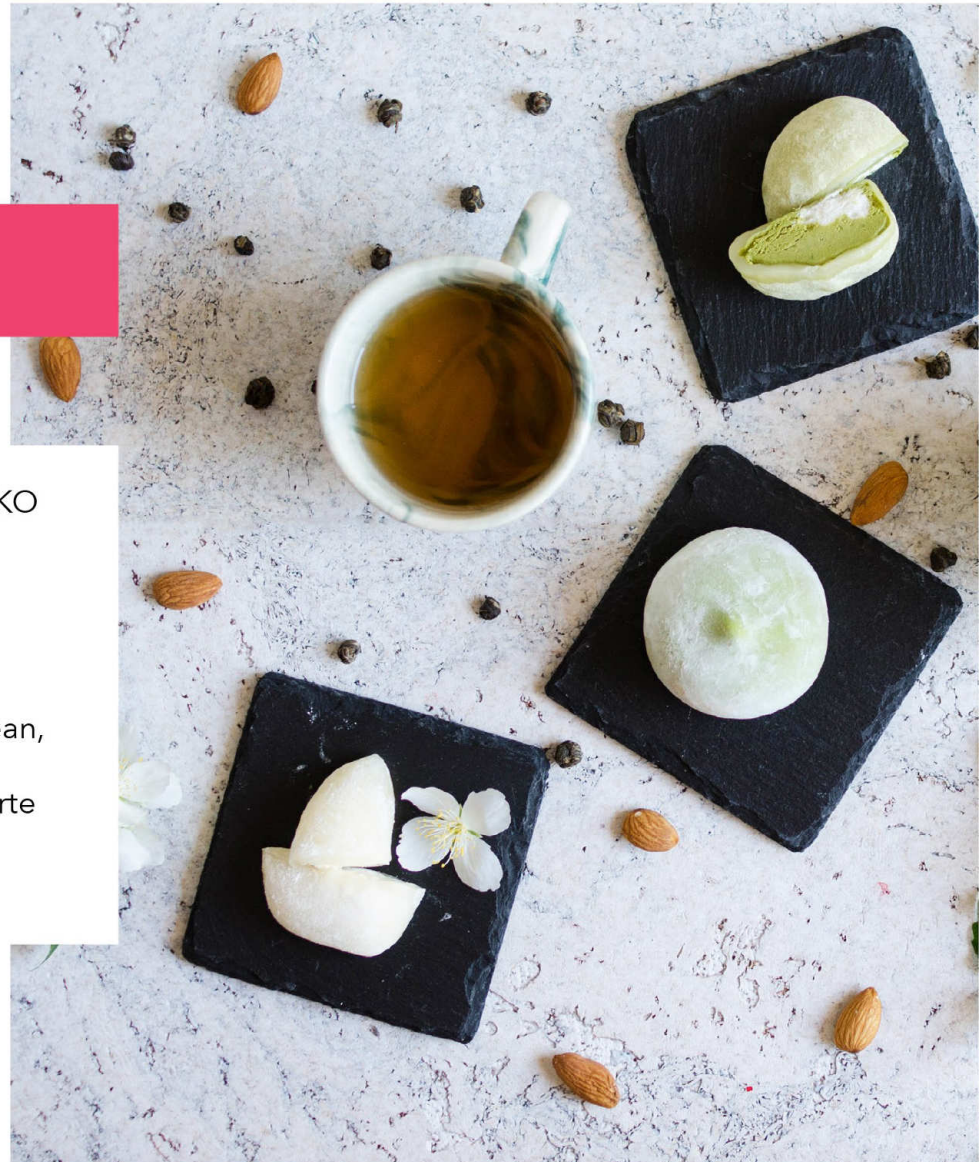
Shop assistant - 3

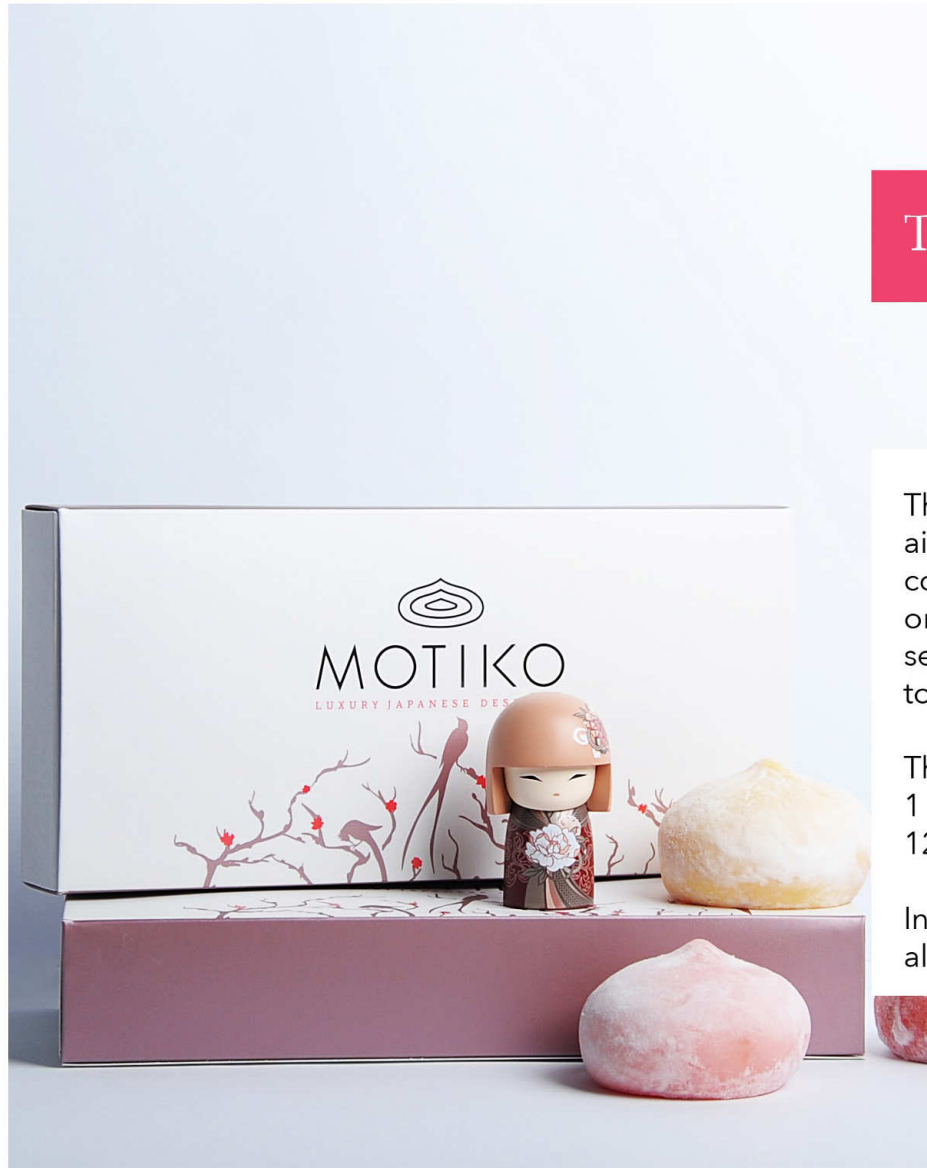
Minimum flow for visitors - 120 visitors per hour

HoReCa

The main requirements for the attendance of MOTIKO in restaurants are:

- Sorting the unit as a restaurant or a café;
- The price policy of the place should fit in the level medium/high;
- The identity of the place should be at least European, rather Mediterranean, or, obviously, Japanese;
- It is desirable for the restaurant to have a menu-carte for sushi;
- High level of serving.





The package

The package for MOTIKO product mark has a double aim. Excepting the aesthetic component, that has a viral contribution (active spreading of the desserts image on the social media as a gastronomy culture), the package serves as a thermos that amplifies the duration of thawing to 30-40 minutes.

The package is available for:

1 unite/3 unites/ 6 unites

12 unites (gift set)

In addition to that, to guest we offer a carton package that is almost ecological and a MOTIKO case.

Related products

Matcha tea has been especially popular in Japan for several thousand years. The Japanese highly appreciate this type of tea and believe that it gives strength, boosts immunity and helps to stay young and healthy longer.

Representing and promoting Japanese culture through our brand, as well as a healthy lifestyle through our dessert, Matcha Japanese green tea is a must-have in MOTIKO stores.

Matcha can be present in all of its types: powder or/and infusion, the most important is that it must be original and of the highest quality. Guests can order as a "to go" drink, or purchase and enjoy Matcha at home.

Other Japanese green teas can be added (Sencha, Genmaicha, Kukicha, etc.), as well as various accessories to prepare Matcha. In addition, the drinks brochure can be completed by the following: mineral water, coffee, alcohol-free cocktails (lemonades, fresh juices, smoothies, etc) - its high quality is welcome.

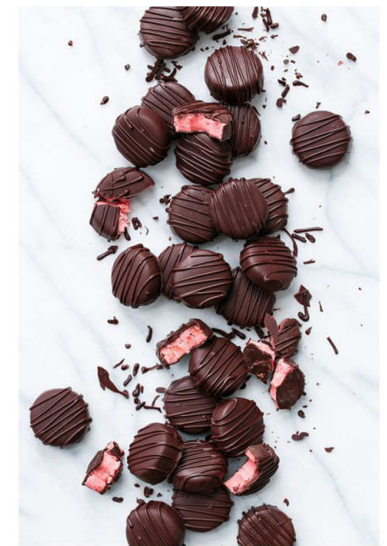




Related products

An additional product in MOTIKO stores could be the ice cream, especially - in summer season. It can be no label or private label - MOTIKO but it's very important the quality and level, which, as well, must be a premium one.

Some additional premium food items for the menu of MOTIKO stores can be: cookies, candies, chocolates, other authentic desserts.

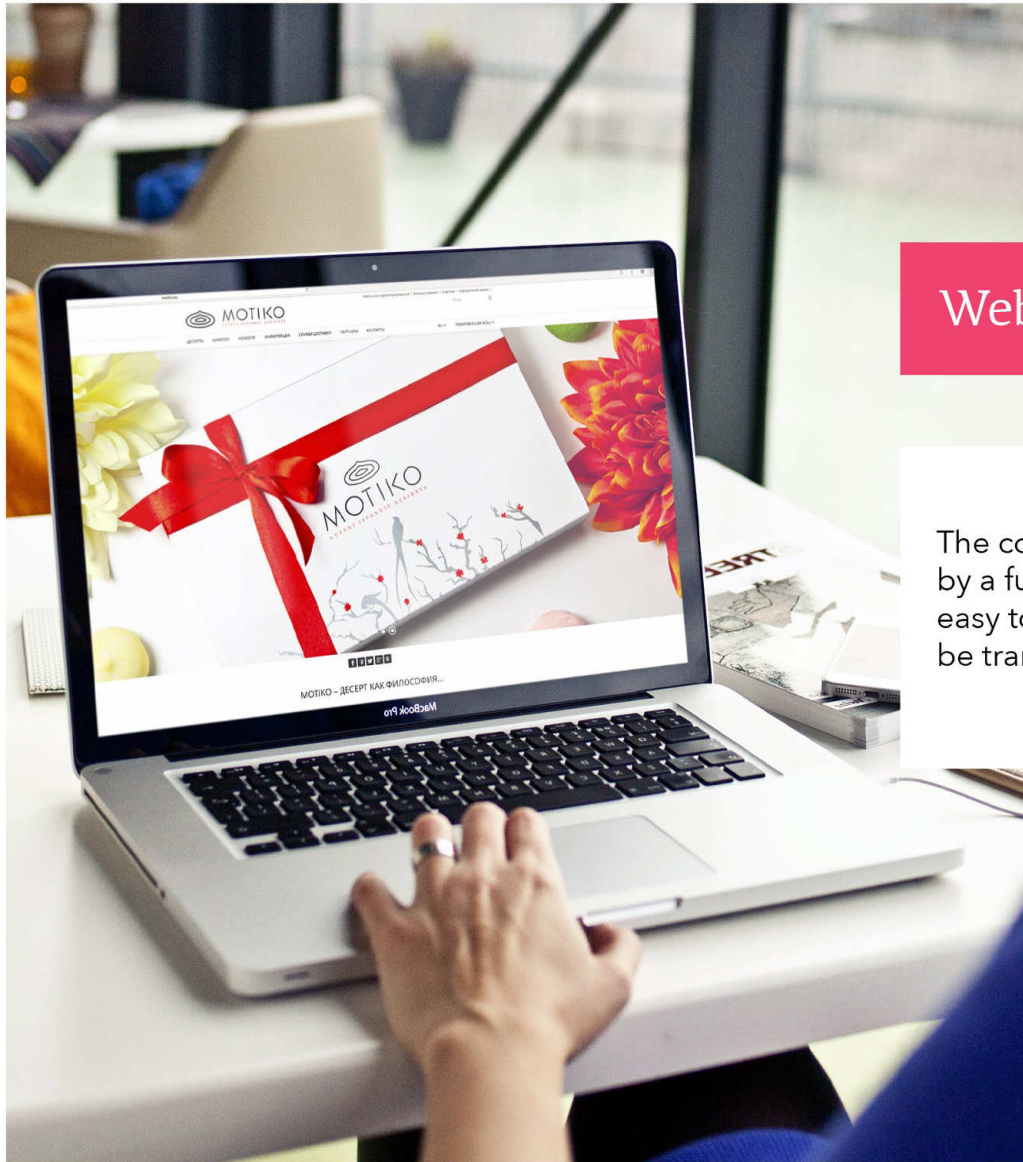


Benefits

In order to allure the relish for sweet for our consumers that care for their health, we have created a Japanese congealed dessert - Mochi, made of 100% rice flour. Rice is one of most consumed cereal in the world, due to its nutritive and gastronomic properties.

Mochi - is a gluten free dessert, that contain few calories and that has a reduced base of proteins and fats. The delicious fillings provide indisputable nutritive value to this dessert. The Japanese congealed dessert Mochi doesn't comprise ingredients that have an animal provenience, that's why it satisfies the will of vegan consumers.





Website / www.motikodesserts.com

The corporate website is also an online shop - emerged by a full cycle - sophisticated graphic content, easy to exploit, distinguished design. The full content will be translated in the official language of the franchisee.



Marketing support:

One of the core advantages of MOTIKO franchise expresses a large spectrum and an expanded marketing support for the whole period mentioned in franchise contract.

The period of marketing support can be divided into two major points:

1. Franchiser initial services:

- Market overview
- Conclusions and recommendations concerning key aspects as:
 1. Marketing strategy,
 2. Picking the location for settling the main pointsales,
 3. Forecast sales for the near future.

2. Constant, permanent marketing services:

- Online training for the staff.
- Preparing and translating corporate website in authentic language for franchising beneficiary.
- Ensuring the access to the whole advertising materials contained in the database.
- Creating a marketing activity calendar based on national aspects, seasons and franchising beneficiary requirements.
- Constant monitoring that emulates brand integrity for the franchising beneficiary territory.
- Building the communication efficiency with consumers.
- Introducing new projects, menus, products, promotions, PR campaigns.



We are open to cooperate!

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