



Fruitisimo.



Video (30s)



# Fruitissimo is a market—leading & multiple award—winning fresh healthy beverage chain



A European leader in the **healthy beverage** market with over 100+ stores in **6 countries**.

Founded in 2003, Fruitissimo is well positioned to accelerate growth with a **proven franchise business model** adaptable in markets outside of its' Prague roots.

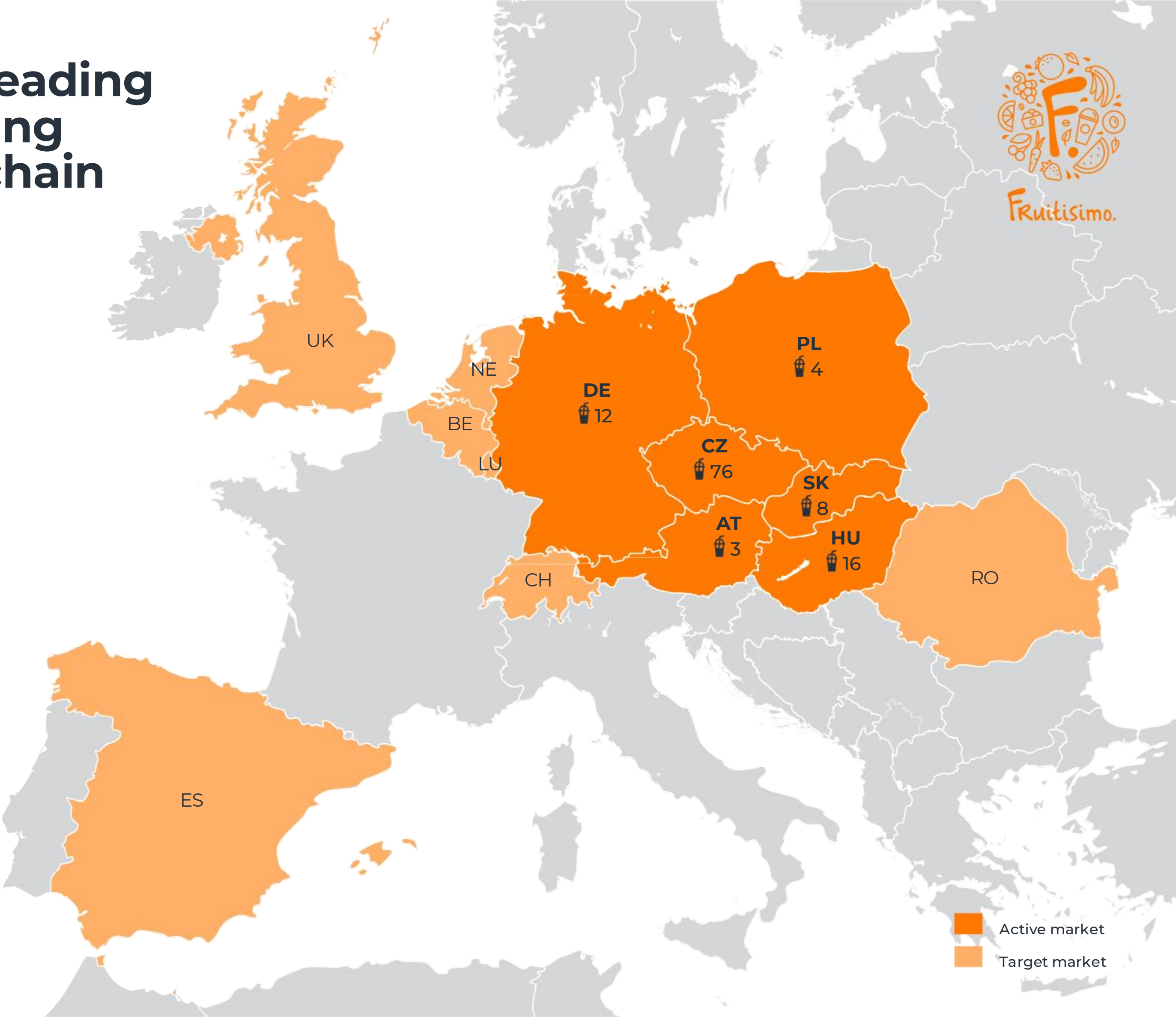
**Low investment** and operating costs combined with a **central kitchen** make Fruitissimo easily scalable with a **2-year payback**.

A healthy lifestyle brand obsessed with providing **freshly made, plant-based fruit** and **vegetable beverages**, inspiring people to live healthier.


**Live what you love!**

## Fruitissimo story

<p><b>2003</b> ———</p> <p>First fruity &amp; ice-cream bar</p>  	<p><b>2007</b> ———</p> <p>Expansion to Slovakia</p> 	<p><b>2013</b> ———</p> <p>Start of franchising</p>  	<p><b>2016</b> ———</p> <p>Expansion to Hungary</p>  
<p><b>2020</b> ———</p> <p>Digital loyalty &amp; ordering app</p> 	<p><b>2022</b> ———</p> <p>Entry to retail business</p>  	<p><b>2023</b> ———</p> <p>Expansion to Germany and Austria</p>  	<p><b>2024</b> ———</p> <p>Expansion to Poland</p> 



■ Active market  
■ Target market

A close-up photograph of a person's hand reaching into an apple tree to pick a ripe red apple. The tree is filled with green leaves and many other red apples. The background is a clear blue sky. The text 'Why is Fruitissimo unique?' is overlaid in the bottom left corner.

**Why is  
Fruitissimo  
unique?**

This is what sets Fruitissimo apart from the competition :

### **Freshly Made**

Drinks prepared right in front of you from real fruits and vegetables.

### **Live Show**

Unique "theater" experience with every order.

### **Visible Quality**

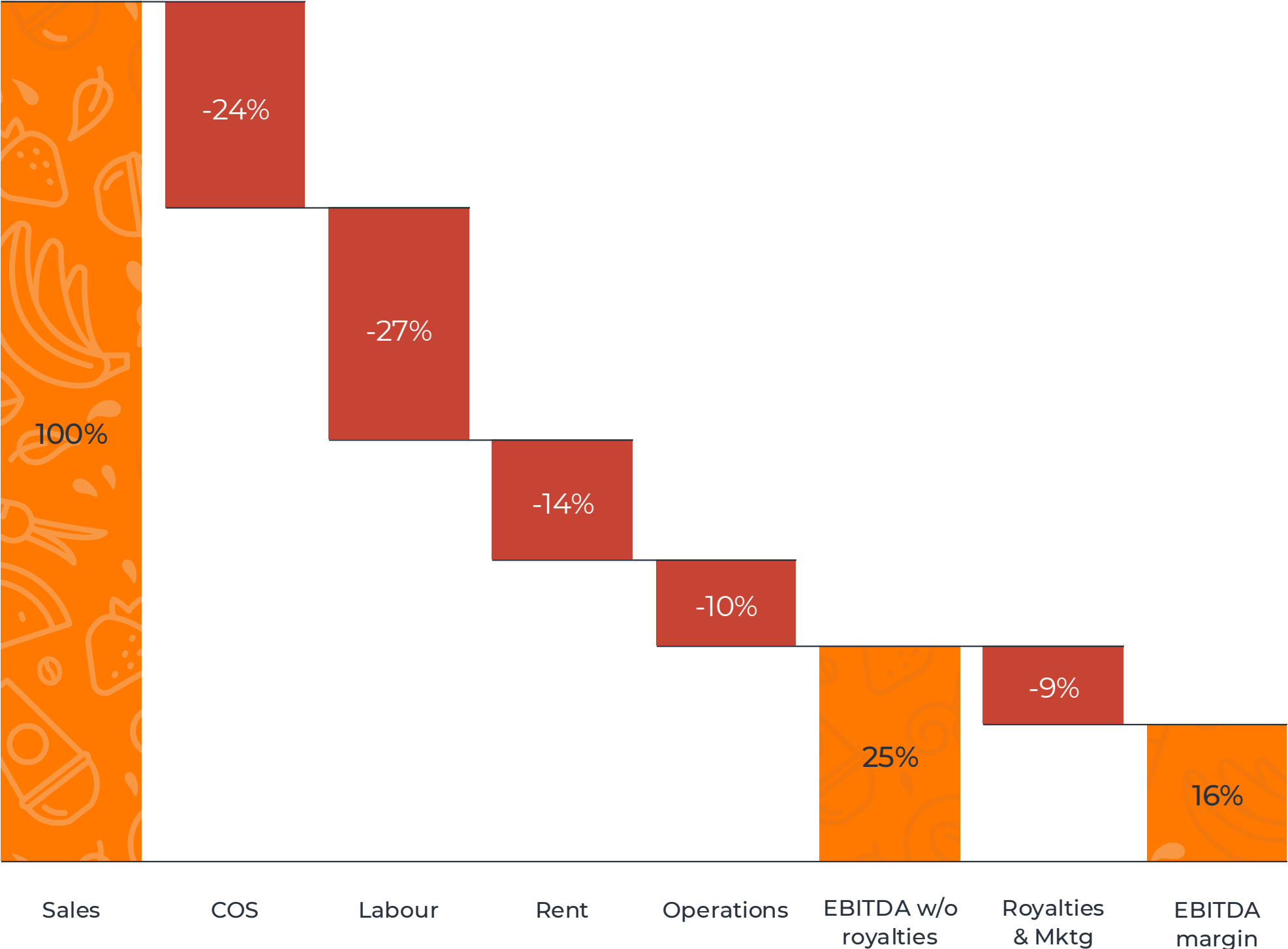
See and taste the difference in our healthy beverages.

# Fruitissimo proven franchise model generates +25% EBITDA before royalties



- Market Leading and **Award Winning** fresh healthy beverages
- International replicability** across the EU
- On trend in the growing **\$38b Global Healthy Beverage Market\***
- Plant-based fruit and vegetable beverages**, handmade to order
- Central Kitchen** for optimal supply chain management
- Operational simplicity**, minimal training and **low labor cost**
- Digital app ordering** platform, **loyalty program** & **subscription model**

Sales to investment ratio	Number of stores	Annual sales average (5 units)	Average franchise EBITDA w/o royalties	Number of countries
<b>&gt;3x</b>	<b>100+</b>	<b>\$1,5M</b>	<b>+25%</b>	<b>6</b>

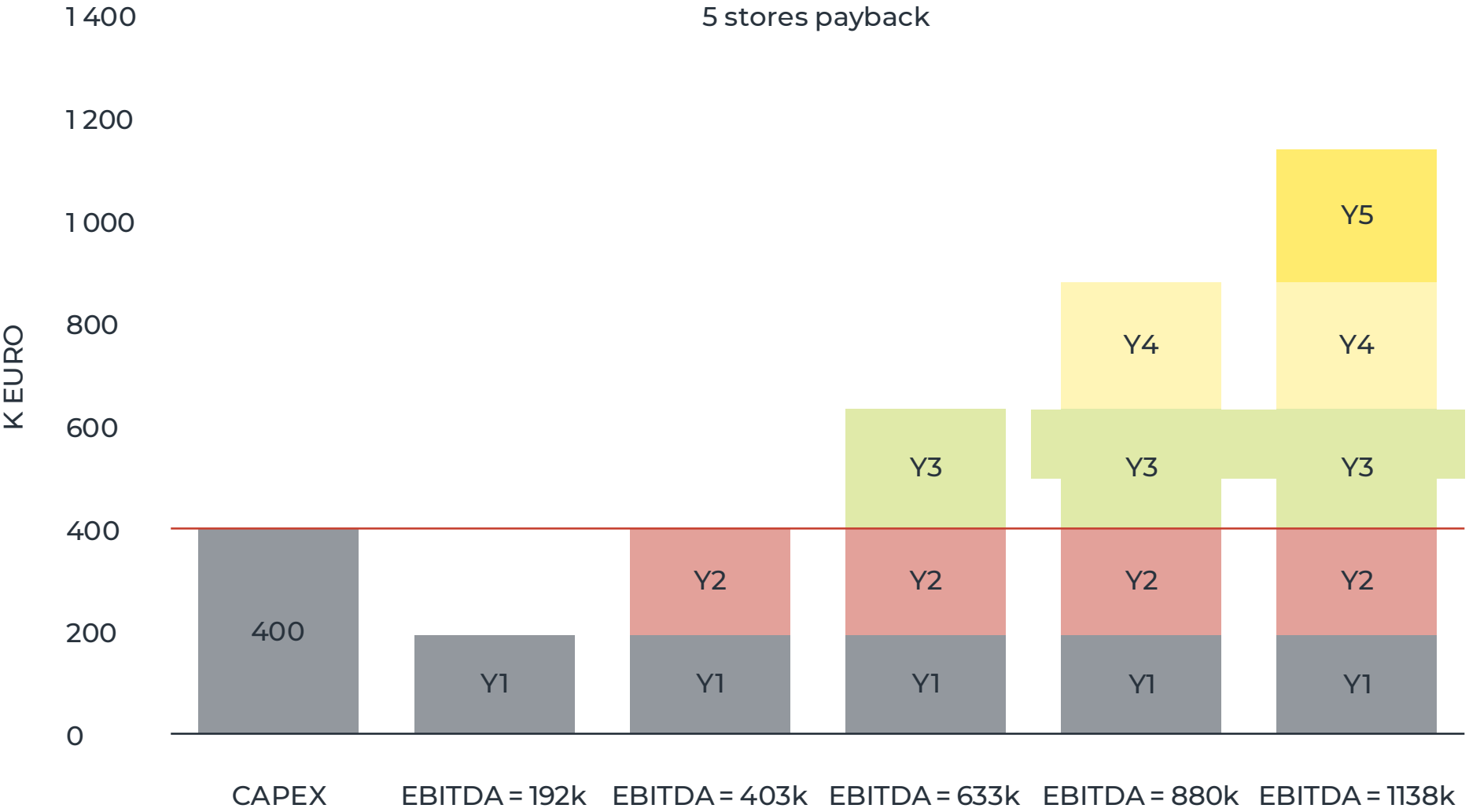


\* Data Source: Data Bridge Market Research, Euromonitor, Technavio, IndustryARC

# Fruitissimo franchise model offers a 2 year ROI driven by low CAPEX/start-up costs



Indicative 5 store **Franchise Model** with an initial **CAPEX cost** of **€ 80k** per store, **16% EBITDA** with a **2 years payback**. Sales grow from **€ 1.200k in Y1** to **€ 1.616k in Y5**.



**Highly flexible and scalable unit types** (15-120m<sup>2</sup>) with low spatial requirements, suitable for several channels (malls, travel hubs, petrol stations, hospitals, shop-in-shop), **build cost** € 60k to € 80k

Experienced **Franchise Support Partner** from roll-out to ongoing operational support



50 sqm store built 2022 € 60k

# Fruitissimo.

POWER RICE  
DETOX  
STRESS KILLER  
NARAJOTA DREAM  
HAPPY BOOHA  
THIRITY  
PRETTY WOMAN  
GO GREEN  
ERWECKE DEINE KRAFT!

YOU LOVE

Service counter area with fruit displays and staff members.

ERWECKE DEINE KRAFT! menu board with product images and prices.

Stroller with a child sitting inside.

ESPRIT

ESPRIT

# Franchise partner profile



Passionate, hands on, entrepreneurial Franchise partners with a **multi unit 5+ development agreement. A path to an MFA.**

**Operational excellence mindset** to build and manage your team in your market. Not a financial only mindset.

**Local market expertise** to identify key growth channels and locations.

**Long term partners** with similar DNA as Fruitissimo: 100% Freshness, Positive Energy, Operational Transparency.

We are not about the fastest mixer or most powerful juicer; we are about people.

**We love what we do!**

an **existing brand portfolio for easy conversion or shop in shop capability,** our model is flexible.

*“Fruitisimo — a successful fresh healthy beverage chain — is expanding into new markets including Germany, Austria and Poland.”*

**Forbes (CZ)** May 2023

*“Hungarian consumers are falling in love with Fruitisimo — a Czech Fresh Beverage chain.”*

**Forbes (HU)** March 2023



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