

Fast-growing Papa John's franchise with exclusive rights in Russia, Poland, & Germany



Highlights

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- 1 Exclusive rights to Papa John's markets totaling 260+ million—nearly 80% of the U.S. population
- 2 Massive market including 3 of the top 7 pizza markets in the world
- 3 Proprietary, patent-pending IT platforms for online sales, driver tracking, & quality control
- 4 Steady double-digit YOY growth & one of the highest average check in the world (Germany)
- 5 Key partnerships include Microsoft, WWF, 20th Century Fox, Yandex, and many more
- 6 Market potential for 5X current store portfolio—1,500 locations + Asset light, IT focused development model
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- 7 Diversified income streams: sub-franchise royalties, equity-owned restaurants, dough and ingredients, and IT fees
- 8 Exciting lineup of partners includes NHL legend Alexander Ovechkin

Our Team



Christopher Wynne

Head of Papa John's in Russia, CIS countries, and Poland, Chris has led PJ Western to double-digit growth for the last 12 years straight. He has a BA in economics from Northwestern and an MA in international affairs from George Washington.

The pursuit of adventure and great pizza led me to this business. I started my career thinking I was going to be a banker but ended up delivering pizza (in Moscow no less) and I couldn't be happier!



Danilo Lange

Danilo is a leader in worldwide brand management with nearly 25 years of experience in advertising



and marketing. He established the Russian subsidiary of Red Bull GmbH Austria, and created a national distribution network.



Grzegorz Ziarek

Warsaw School of Economics alum with a decade at Domino's Pizza Central Europe, 5 years with international hotel chains like Hilton and Intercontinental, and extensive experience in operations, marketing and sub-franchisee business.



Frithjof Heinz

Has 16 years of experience in international wholesale and retail, and 7 years as regional director at Europe's largest electronic retail chain. Retail management and business-development pro.



Rinat Zakirov

Two decades as a finance director implementing ISO and ERP systems and managing company assets, financing, and operating activities. MA in finance from Russia's esteemed Academy of National Economy.



Karina Martynova

Started as supply manager with Papa John's 15 years ago and never left! Vast experience overseeing business and management relationships and a graduate of the Moscow Agriculture Academy.

Our Story



Central and Eastern Europe hold 3 of the world's top 7 pizza markets—all 3 incredibly undersupplied and growing rapidly. With proprietary, patent-pending IT, a vast existing system of assets, and a supply chain covering 7,500 km², PJ Western is poised to capture a huge slice of this new market.



In the U.S., there's one branded pizza restaurant for every 10,000 people. In Germany, that number is 40,000, and in Russia—140,000. The market is ripe, and there's a fast-growing need for high-quality pizza that is delivered efficiently, affordably, and sustainably.

Great Growth Potential in Undersaturated Pizza Markets

Population per Branded Pizza Restaurant



= 5,000 People

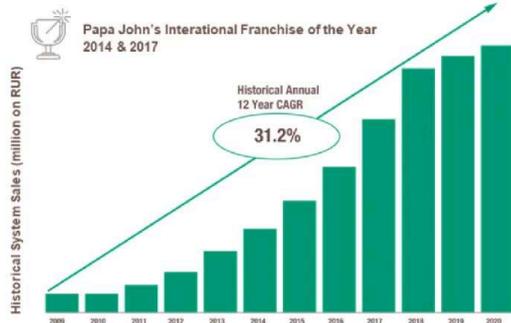


PJ Western boasts a reliable revenue growth at 31.2% CAGR over the last 12 years, and our growth hasn't been slowed down by recessions or even a global pandemic!

Proven Track Record



12 years of consistent year on year revenue growth (RUR)



Our contiguous supply chain includes a vast network of restaurants and production facilities and covers over 7,500 km², spanning from Germany across the world's largest country—Russia. An existing infrastructure and established brand dominance here allows a rapid expansion into large parts of Central Europe.

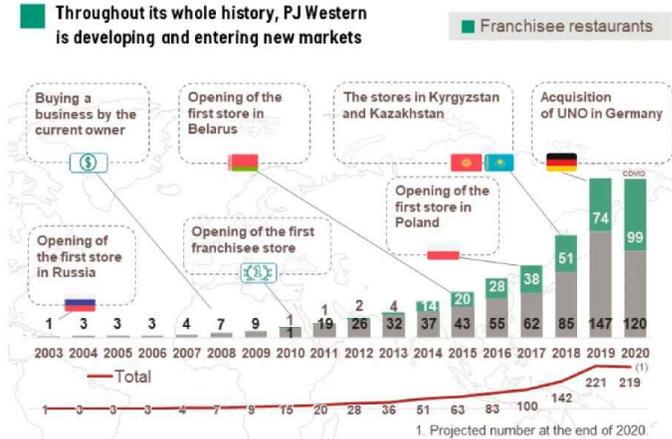
PJ Western Supply Chain Extends 7,500km²

PJ Western 2021 Geographic Footprint





PJ Western's impressive history boasts proven experience breaking into multiple new markets while generating record-breaking sales, and a team well-versed in leveraging existing assets to capture new markets efficiently.



Household names across the world are choosing to partner with and represent PJ Western. Partnerships include Microsoft, WWF, 20th Century Fox, Reebok, VIASAT, NHL legend Alexander Ovechkin, and NBA player Andrey Kirilenko.

Our partnerships include...



And we're partnered with NHL legend Alexander Ovechkin & former NBA player Andrey Kirilenko...



Russia, the world's largest country with a population of 140 million people, holds a massive market potential as the demand for fast-food delivery here grows at a staggering 30% annually. PJ Western estimates to capture 40% of the total market thanks to existing infrastructure, brand dominance, and limited international pizza brand competition. *Forward looking projections can't be guaranteed.*

EXISTING infrastructure supports continued growth in Russia...

Key Market Highlights

Largest population in Europe	15 cities with over 1mm people	Established brand dominance	30% annual growth for fast food delivery market
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Potential New PJ Western Stores

Identified White Space	<ul style="list-style-type: none"> Estimated potential of 2,500 more pizzerias across Russia, with PJ Western being able to capture 30-40% of the market Limited international pizza brand competition; Domino's and Pizza Hut currently only operate 146 and 59 stores, respectively
PJ Western Strategy	<ul style="list-style-type: none"> Approximately 85% delivery allows for opening of "dark stores," increasing profitability of each store!! Franchising in regions allows for additional 400 or more new stores over next 7-10 years Fee-based model generates revenue from website, payment systems and sale of ingredients

Market Potential



Total market in Russia potential gives opportunity to open at least 600 stores within 5-7 years.

Based on test dark stores currently in operation in Moscow



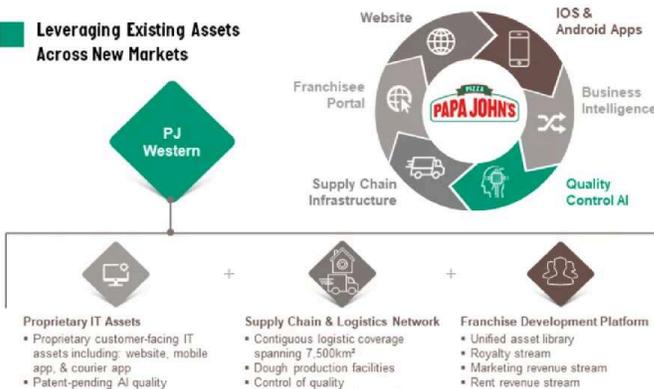
Continued growth in the Russian market enables the rapid expansion into Poland and Germany, both highly underdeveloped markets, with the latter boasting the highest European income per capita and the 4th highest pizza consumption in the world. Capturing these markets allows even further expansion.

1200+ Store Potential in Central Europe



Proprietary, patent-pending IT assets include a well-established infrastructure of web and app platforms, and an innovative, unprecedented quality-control system. The existing supply chain spans 7,500 km² and includes dough production and quality control at a 10-50% gross margin.

Leveraging Existing Assets Across New Markets



- control system
- Business control through business intel platforms

- Revenue and margin control
- 10-50% gross margin



The Yandex Rover Delivery bot autonomously navigates sidewalks and footpaths in any weather, bringing with it up to five large, steaming pizzas with accompanying drinks at the speed of a regular pedestrian. Optimizing the bottom line with safe, efficient, and affordable delivery to all.

Yandex.Rover Delivery bot
PJ realized Rover deliveries in 2021

The Rover is a delivery robot that uses Yandex's unmanned technologies to autonomously navigate sidewalks and footpaths.

Accommodates:

- Large pizza (40 cm) x 5 items
- 4,5 liters of water bottles

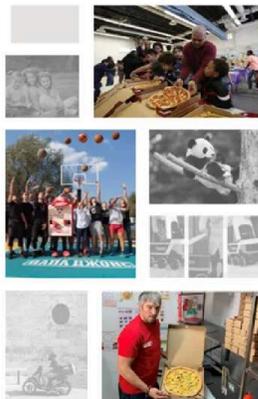


Rover abilities:

- Perform last-mile deliveries on pre-mapped area
- Operate during daylight, night, average snow and rain
- Navigate autonomously between pick up and drop off points
- Use regulated and unregulated crosswalks
- Accept the following commands via API / web interface:
 - Go from current location to any other points within mapped area
 - Open / close trunk lid
 - Return to the point of origin or follow to another point
- Operate autonomously without continuous remote supervision



Over the last decade, we've worked hard to deliver much more than pizza. We've built more than 10 basketball courts for underserved kids, and, as a predominantly female-led company, we're building a more progressive Eastern Europe. Our commitment to the environment includes our program to save endangered species and a delivery system built on electric delivery cars, bikes, and our own two feet

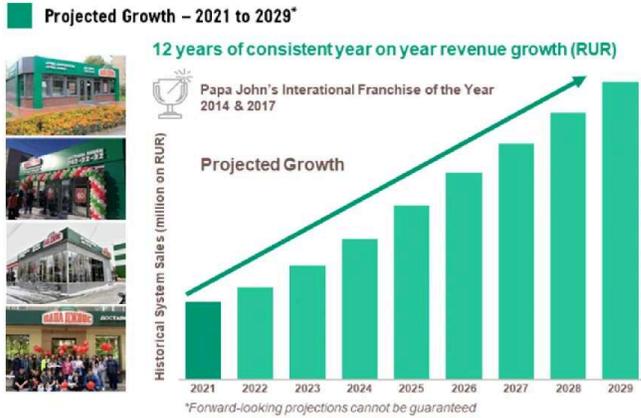


- Mentoring kids in orphanages throughout Russia
- Providing financial assistance to help save endangered species
- Built 10+ basketball courts across Russia for children who don't have access to athletics
- Reducing carbon footprint with electric delivery cars, bicycles, and new bots
- Employing 4,000+ people, and providing a living for thousands of families



We have the potential to fill the fast-growing need in these regions for high-quality food delivered efficiently, affordably, and sustainably. Our growth will

skyrocket as we build several thousand new restaurants and kitchens, expanding our brand dominance and supply chain. We want you onboard when we scale to this level.



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