



INVEST IN REAL BUSINESS

We have developed a unique investment proposal that is unique in combination of profitability and reliability, which has no analogues on the market!



The «Sushi Master» Option

The proposal, which combines the advantages of bank deposit and venture capital investments!

Effective business that makes real profit right here and now

A well-thought-out and clear strategy of growth - at least by 10 times in the next 5-7 years



The amount of investment
is from 50 000 \$



The return on investment is
2-4 years



Return

The growth of your investment is
by **5-20 times** in 2-4 years



KEY INDICATORS:

The amount of investment

is from \$50 000

The optimum amount of investment is \$100 000-500 000

The return on investment

is 2-4 years

Return

The growth of your investment is by 5-20 times in 2-4 years

With a minimum investment of \$50 000 you get a stake in the company in the amount 0,02%, which will cost \$400 000 after the IPO and the company's valuation of \$2 Billion



THE CALCULATION OF RETURN ON INVESTMENTS:

Investment	\$50 000	\$100 000	\$500 000	\$1,5 million
Company's share	0,02 %	0,04 %	0,2 %	0,6 %
The expected value of your stake in the evaluation of the company's IPO is \$2 Billion	\$400 000	\$800 000	\$4 000 000	\$12 000 000
The growth of investment, times	8	8	8	8



THE CALCULATION OF RETURN

10-20-30 YEARS

Investment	The forecast of the company's value	\$50 000.	\$100 000	\$500 000	\$1,5 million
Company's share	100%	0,02%	0,04%	0,2%	0,6%
The expected value of your stake in 10 years	\$7 Billion	1 400 000	2 800 000	14 000 000	42 000 000
The expected value of your stake in 20 years	\$15 Billion	3 000 000	6 000 000	30 000 000	90 000 000
The expected value of your stake in 30 years	\$35 Billion	7 000 000	14 000 000	70 000 000	210 000 000



The immediate goal is:

to open by mid-2021

2 000

restaurants

The global goal is:

to open no more than
in 20 years

50 000

restaurants

We want to become the leader in
delivery of sushi in every city of
the world!



Sushi Master

This is a brand that is gaining worldwide popularity, confirmed by the work of our network and partners.

It reflects our philosophy through the culture of cooking, culture of consumption, through the atmosphere, shapes and interior.





Sushi Master is not just the most delicious sushi, it is the desire to bring pleasure to the client making the best possible business at each position: from the CEO to the call center operator.

Sushi Master is a unique remote control system of restaurants, and quality control of services.





SU
SHI
MAS
TER

Today, our menu includes more than 70 items and about 25 sets made according to the original recipes of Japanese and pan-Asian cuisine, developed by a team together with one of the best chefs in the world.



10 / 10



For the last 4 weeks, 60% of surveyed customers gave us a grade of TASTE 10 out of 10 possible!



CONTROL SYSTEM OF NEXT GENERATION



CCTV in every restaurant



Cloud Call center
High reliability and
convenience



**Control panel of the
restaurant**



Virtual office
There are no more borders

SU
SHI
MAS
TER



A system for monitoring all processes:

Video monitoring system and remote control of the restaurant
All of our restaurants are under constant video surveillance.

- More than 40 controllers of the Video Monitoring Department monitor every stage of order execution and use checklists to evaluate the work of place's staff:
- Implementation of production technology
- Service standards
- Atmosphere in the restaurant

EMPLOYEE SHIFT PLANNING MODULE

The module allows to select the **optimum** number of employees on shift and at the same time to preserve such important indicators as speed of cooking.



**SUSHI
MASTER**

CALL CENTER

It is integrated with IP telephony services

A MODULE FOR RECEIVING ORDERS OF THE CALL CENTER OPERATOR

- It is integrated with IP telephony services
- The ability to immediately display all the necessary information about the customer and his orders history by the customer's number
- The system will automatically select a restaurant of cooking based on the workload, proximity to the customer's home
- The system determines the possible delivery time based on the workload of the kitchen and the qualification of the cooks, the availability of free couriers and the delivery distance



**SUSHI
MASTER**

IT SYSTEM

Optimization, measurement and control of all stages of order execution

Each refusal of the order is fixed, the system instantly sends a message to the Manager of the restaurant and the regional Director for quick decision-making.

If a complaint is suddenly received from a customer, the system instantly sends a message to the Manager of the restaurant and the regional Director.

All complaints received are classified by types and service areas.

All the statistics are available to managers of the Company in online mode.



We measure and monitor hundreds of characteristics of the restaurant functioning:

Allowing the Manager to make decisions at a distance
For this purpose, IT specialists have developed a portal with different levels of access

IN ONLINE MODE (PLAN / FACT):

- Current sales of the restaurant;
- The number and productivity of employees on shift;
- The number of orders in progress at all stages: waiting, cooking, in delivery, completed;
- The number of grievances and refusals to customers (it's possible to open and view detailed information about each and what was done for the customer).

IN OFFLINE MODE (ANALYTICS):

- Plan-fact-deviation of the sales of the restaurant;
- Analysis of transactions by sales channels and order types;
- Analysis of customer base, grievances, statistics on calls, ABC analysis of product items;
- Analysis of product balances;
- Analysis of restaurant expenses, its profitability, and much more.



FORWARD-LOOKING NICHE

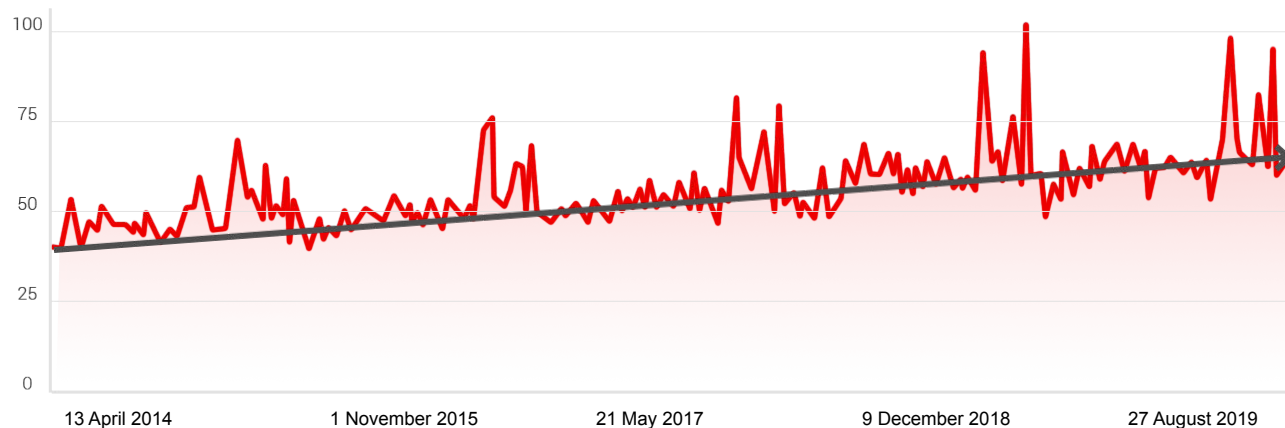
Japanese and Asian cuisine occupy a leading position among the cuisines of the world due to unique taste combinations and cooking speed.

Currently, there is no world-famous brand in Japanese and pan-Asian cuisine, and popularity of sushi is only growing year by year.





The dynamics of the popularity of the "Sushi" topic in Russia, in Google search, 2014-2019



Over the last 5 years the growth of "sushi" interest in Russia amounted to **+34,7%**

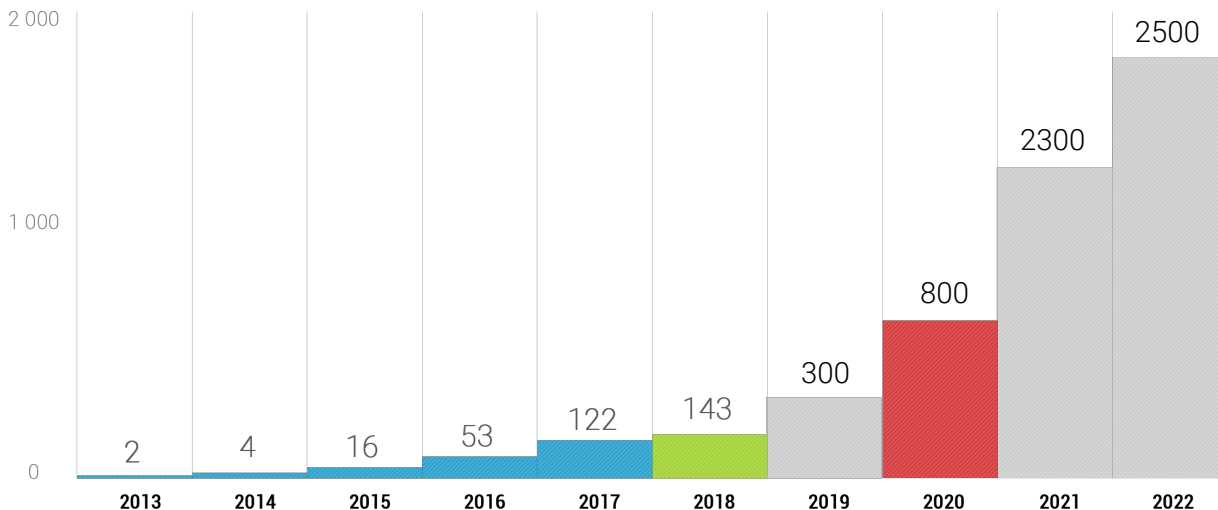
In the regions of presence, the "Sushi master" query takes the **first** place among brand queries on the "Sushi" topic and makes up 15% of the total search on the "Sushi" topic.



DYNAMICS OF OPENINGS

BUSINESS UNDER THE SUSHI MASTER BRAND

This is a working model, proven over 5 years of experience in a private network in more than 300 restaurants.

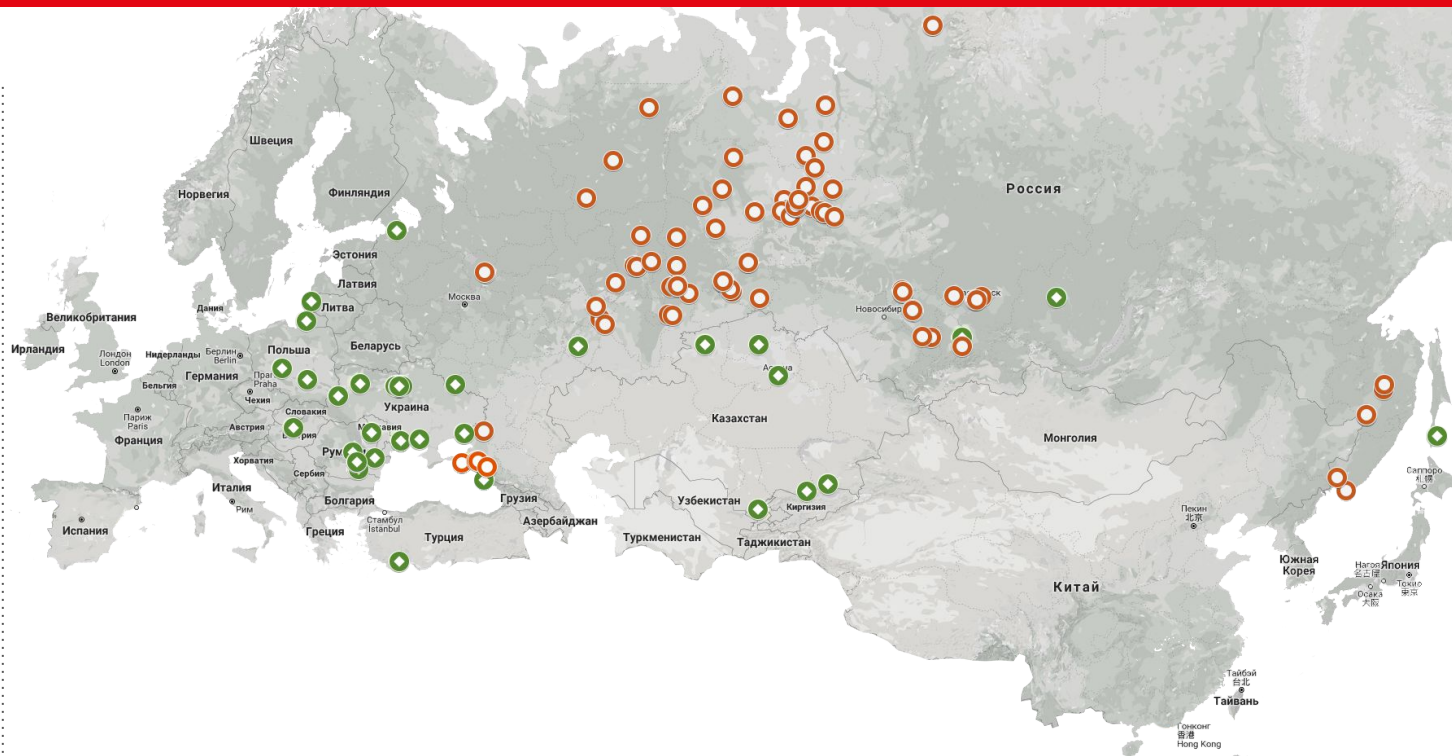


We are today



"**SUSHI MASTER**" is an international network of Japanese and pan-Asian cuisine in fast casual format and Take Away shops

THE NUMBER OF EXISTING OBJECTS IS **MORE THAN 300**



The Russian Federation retail



Franchise

PIPE-LINE

Restaurants

SUSHI-MASTER

307



Working
Restaurants



19



Restaurants in the
construction phase



23



Restaurants at the
design stage



17



-Restaurants in the process of
location approval



366

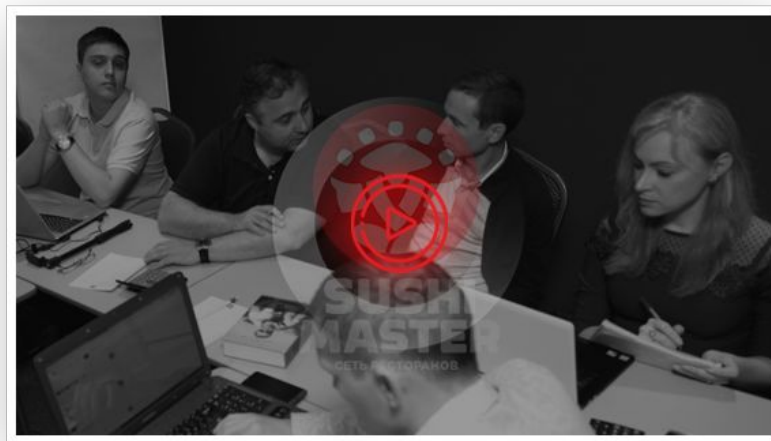


**Restaurants
operating &
during the startup
process**



The Sushi Master Team

SU
SHI
MAS
TER



Watch
the video

The team is the foundation and
basis of the company's success.



Head of network is **Alex Yanovsky**



Instagram



YouTube



Facebook



If it were possible to choose anyone to achieve the goal of 50 000 restaurants, Alex Yanovsky would be the best candidate for this role.

To realize the goal of the company is the main purpose in Alex's life.

- Alex has a huge managerial experience and is constantly in search of perfection.
- Alex created the most effective **TOP management team** capable of implementing the goal.
- Tens of thousands of entrepreneurs consider Alex number 1 on management and strategy in the world.

“

We build a systematic and transparent business, at the same time by showing all our achievements and not hiding our failures. This allows increasing the profitability of investments in the chain of "Sushi Master" restaurants, and at the same time allows reducing Your risks!

We created a profitable business model in the market of Japanese and pan-Asian cuisine, which is not affected by crises. We include only experienced entrepreneurs that have already achieved impressive results using our innovative technology in the investment search program. We also developed an information system that allows the investor to control the business without having to manage it." Alex's interview.





Six reasons to become a co-owner of "Sushi Master" company



01

International company

"Sushi Master" restaurant chain is developing on an international scale. Today we are represented in 11 countries and more than 137 cities.

02

Ambitions

Our global goal is to open more than 50 000 restaurants around the world. So, the main strategic guideline of "Sushi Master" is the growth. This is the growth in all areas: network scaling, a strong team, perfect quality of our dishes.

03

A team of professionals

Professional cooks, working with the equipment used by restaurants from around the world, ensure the highest quality and great taste of each dish under the guidance of the chef, who is one of the top 10 of the world's best chefs.

04

An effective business model

There is a clear understanding of net profit at every level: the level of the restaurant, the region, and the management. There are several development scenarios based on actual results, taking into account the diversification of all risks.

05

Secrets and production technologies

We implement the most advanced production and information technologies: from robots in the kitchen to data analysis systems such as customer preferences and customer behavior. An information system that allows both the Manager and the investor to see all the data online.

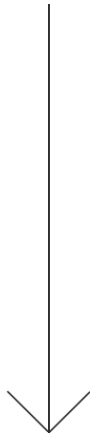
06

Original recipes

We pass on tested original recipes of Japanese and pan-Asian cuisine, which our team is working on developing and improving together with Ronnie Kakizaki from Monaco, who is one of the top ten chefs in the world.



SU
SHI
MAS
TER

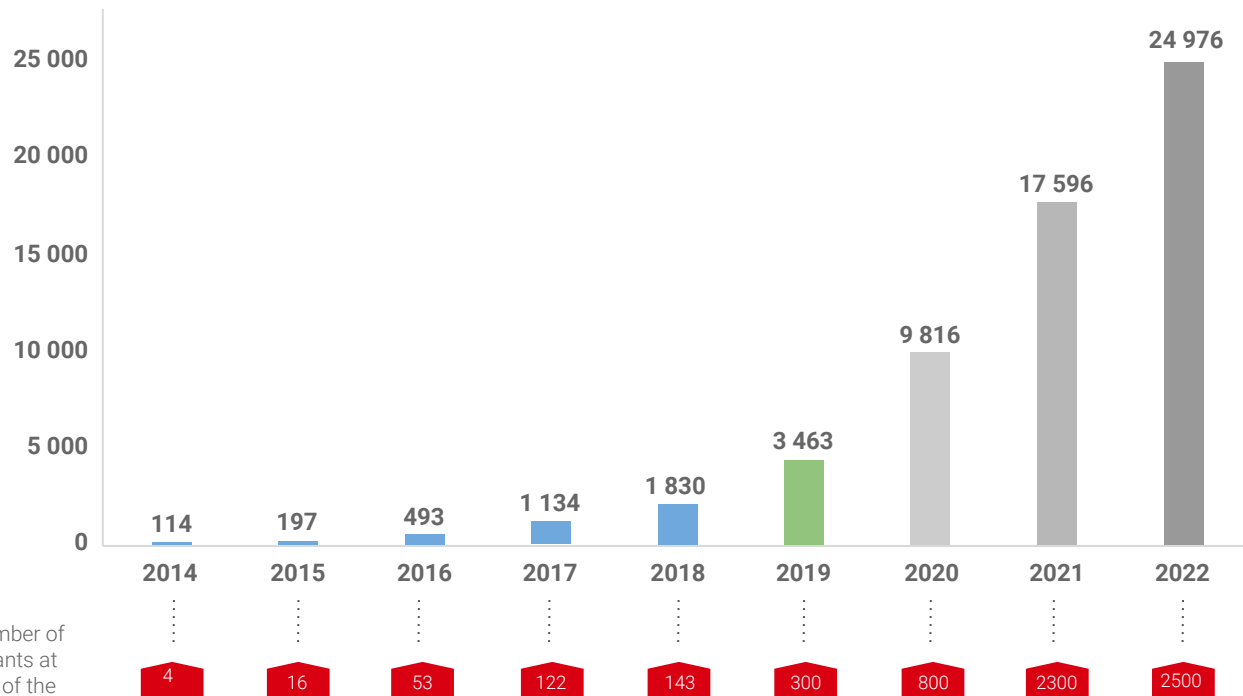


THE MAIN INDICATORS OF THE NETWORK:





THE NETWORK'S REVENUE, million RUB

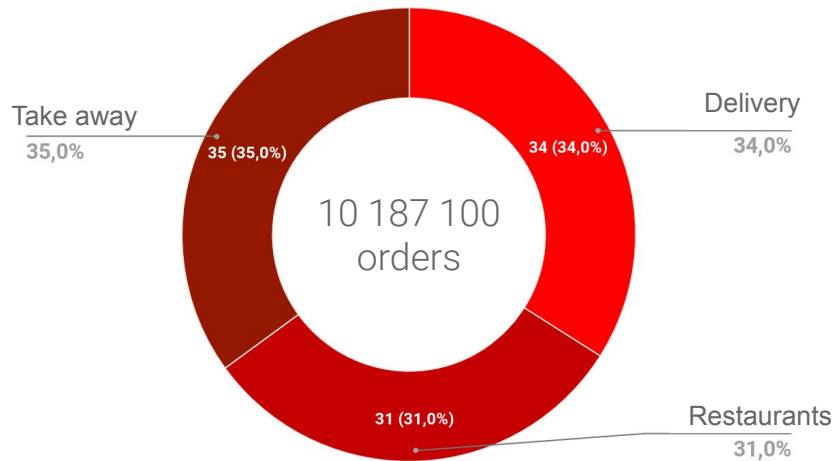


The number of
restaurants at
the end of the
year

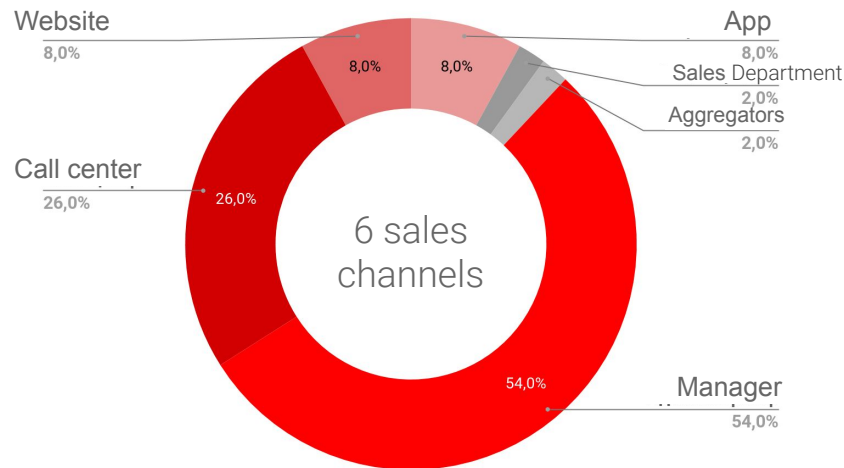
SU
SHI
MAS
TER



TRANSACTION OVER THE RUSSIAN NETWORK FROM Jan., 2016 TO Dec., 2019



From the beginning of 2016 we have prepared more than **10 187 100** orders through the network in Russia, **34%** of which were delivered to the customer's home.



We constantly introduce new sales channels. Today, the "Sushi Master" network has its own convenient website and app for ordering, a polite call center and its own professional sales Department, and also cooperates with 3 large delivery aggregators.



**SUSHI
MASTER**

HOW TO BECOME AN INVESTOR

Use the opportunity to increase your investment by
10+ times in a few years

WORK STAGES:

STEP 1

You decide that you want to be a co-owner of the "Sushi Master" restaurant chain



STEP 2

We agree on the investment amount and sign the contracts



STEP 3

You make investments, according to the contracts

CONGRATULATIONS!

YOU ARE A SUCCESSFUL INVESTOR!



RISKS AND GUARANTEES

We understand that there are risks everywhere, in any investment, but we know how to work with it, and we can give guarantees for the funds you have invested





INVESTMENTS GUARANTEES



WE PROTECT YOUR MONEY AS WELL AS OUR OWN

Investments are always associated with risk. We are not saying that there are no risks in our project, but if you know Alex Yanovsky, you understand that these **risks are minimal**. We invest together with You in the development of the restaurant chain (reinvest all profits) and are interested in further growth in the shortest possible time, just like You.



THE WORKING BUSINESS

The first restaurant was opened in 2013, and by December 2017 "Sushi Master" chain consisted of 122 restaurants in 5 countries.

As of January 16, 2020, there are 307 restaurants in 11 countries.

The project develops more rapidly and shows incredible results each year.



YOU ARE ENTITLED TO OWNERSHIP IN THE COMPANY

After the option is implemented, You become a full co-owner of the company and control all work processes, having access to the company's reports and understanding the company's current situation.

SU
SHI
MAS
TER

INVESTMENT GUARANTEES

THE SYSTEM BUSINESS OF SUSHI RESTAURANTS WILL GROW EVEN IN A CRISIS

There aren't many industries that can grow even when the economy is in recession. Democratic public catering is one of them. The Sushi takeaway restaurant is the most profitable concept in this market. Sushi is a mass product that meets the tastes of most people. Customers get a favorable price for lunch per person by buying sushi.



**SUSHI
MASTER**

This makes it possible for successful sushi restaurants to attract customers from other, more expensive concepts during a crisis.

The instability of the economy allows the system business to select the market from less efficient competitors.

INVESTMENTS WITH MINIMAL RISK



CURRENCY RISK

Sushi Master operates in several countries. In other words, we do not depend on one particular currency: hryvnia, ruble, and tenge, which have been devaluing quite a lot recently. The company will enter an IPO on the Western stock exchange and will be precisely priced in dollars. Thus, "Sushi Master" levels the process of instability of courses maximally.



COUNTRY RISK

Risks are minimized by working in different countries. The deterioration of the economic or political situation in one country will not have a significant impact on the company's performance. "Sushi Master" is an international chain of restaurants, and due to the diversification of efforts to different countries, country risks do not carry a serious danger.



MARKET RISKS

Conditions may be unfavorable, but it's just a matter of time (2-4 years), since any market is cyclical. Besides, market risks are leveled by the fact that the simultaneous drop in demand for the "Sushi Master" products is improbable in all countries of presence.



FOLLOW THE MASTER

Contacts

- ✉ info@invest-sm.com
- ☎ + 7 495 241 02 05
- ☎ + 38 044 379 48 39