



# Introduction

DAVE O'DONOGHUE



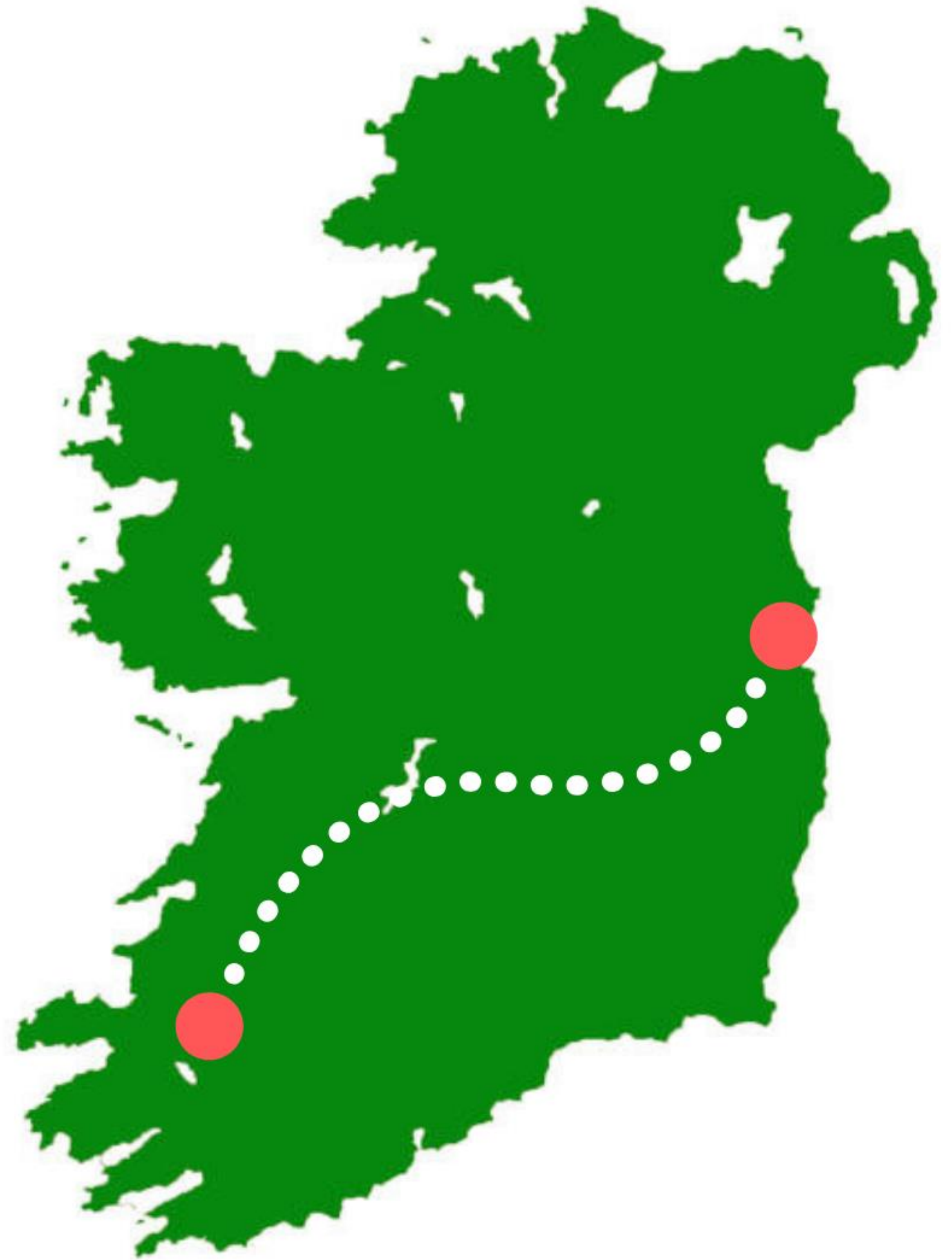
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**My journey  
from the  
Kingdom of  
Ireland, to  
the capital of  
Ireland**





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# FOOD AS A WAY OF LIFE





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# Our Mission

To help Citizens of the World to live better, by making healthy food convenient and affordable.







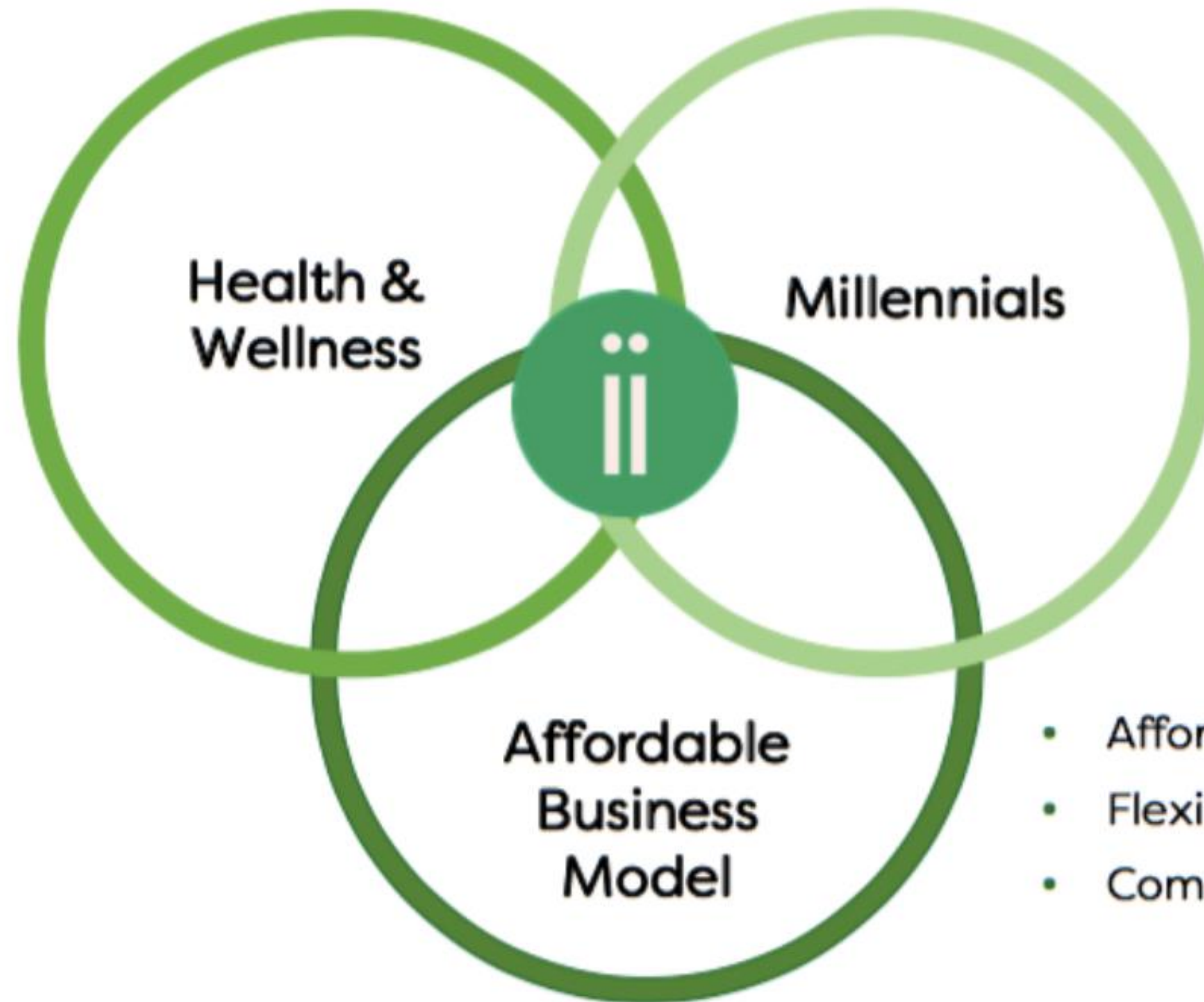
# Our Mantra

and it hangs on every wall, of every Freshii restaurant in the world.

LET'S EAT WITHOUT REGRET. LET'S LOVE KALE.  
LET'S EMBRACE QUINOA. LET'S TRY NEW THINGS.  
LET'S TRY UNLIKELY COMBOS. LET'S EAT THINGS THAT ARE GOOD.  
LET'S EAT THINGS THAT MAKE US FEEL GOOD.  
LET'S TRY NEW THINGS LET'S EAT AND SIT.  
LET'S BE GOOD TO THE EARTH. LET'S LET THE EARTH BE GOOD TO US.  
LET'S GET FRESHII. LET'S EAT. ENERGIZE.

# We are at an intersection of 3 accelerating market forces

- Continual growth in the health & wellness segment
- Increased demand for products and services that help customers live better, healthier lives
- Nutrient dense, nutritionist-led menu
- Clean, fresh, quality ingredients



## Appealing to Millennials

- Customizable
  - Innovative
  - Healthy
  - Convenient
  - Affordable
- Affordable build-out costs
  - Flexible store formats
  - Compelling unit economics



EAT. ENERGIZE.





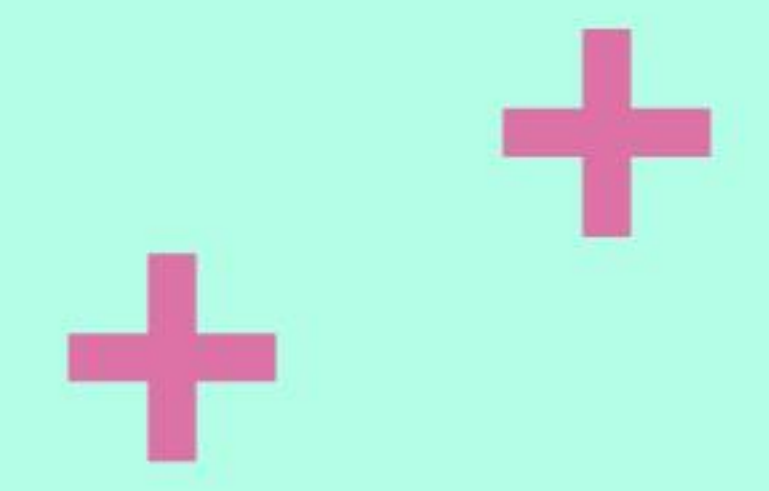
**A FEW WORDS  
FROM OUR  
FOUNDER AND  
CEO**







**A diverse and completely customizable menu of breakfast, soups, salads, wraps, bowls, burritos, frozen yogurt, juices, and smoothies.**



+

**WITH MENU ITEMS  
FOR EVERYONE AND  
EVERY AGE**





+

**SERVED IN  
AN ECO-FRIENDLY  
ENVIRONMENT**







# LEADING OUR INDUSTRY WITH COMPOSTABLE PACKAGING





+

**430+**  
**STORES**

ACROSS 16 COUNTRIES

# OPENED IN CHQ BUILDING 2016

TO HUGE DEMAND!







+

**entrepreneurs  
love partnering  
with Freshii**





**CURRENTLY  
ONLY 5  
+ FRANCHISE  
PARTNERS**

**BUT 1500  
INTERESTED PARTIES!**



# CATERING

OPTIMAL FUEL TO ENERGIZE  
WORKPLACES





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# LIONEL SANDERS

“I TRAIN SEVEN DAYS A WEEK  
AND CONSUME 7000 TO 8000  
CALORIES A DAY.”

+





**"FRESHII TOOK A HUGE CHANCE ON ME.**

**THEY TOOK ME ON IN 2015 WHEN I WAS STILL COMING UP. THEY HELPED ME OUT FINANCIALLY AND THEY FED ME WELL AND GAVE ME ACCESS TO THEIR EXPERTISE. LAST YEAR WAS THE FIRST YEAR THEIR INVESTMENT STARTED TO REALLY PAY OFF. I WON SOME BIG TITLES AND GOT ON THE NBC TODAY SHOW AND TSN AND A FEW OTHER BROADCASTS. FROM A MARKETING STANDPOINT, THEY COULD HAVE PICKED A MILLION PEOPLE OTHER THAN ME. THAT HAS BEEN A HUGE MOTIVATOR"**



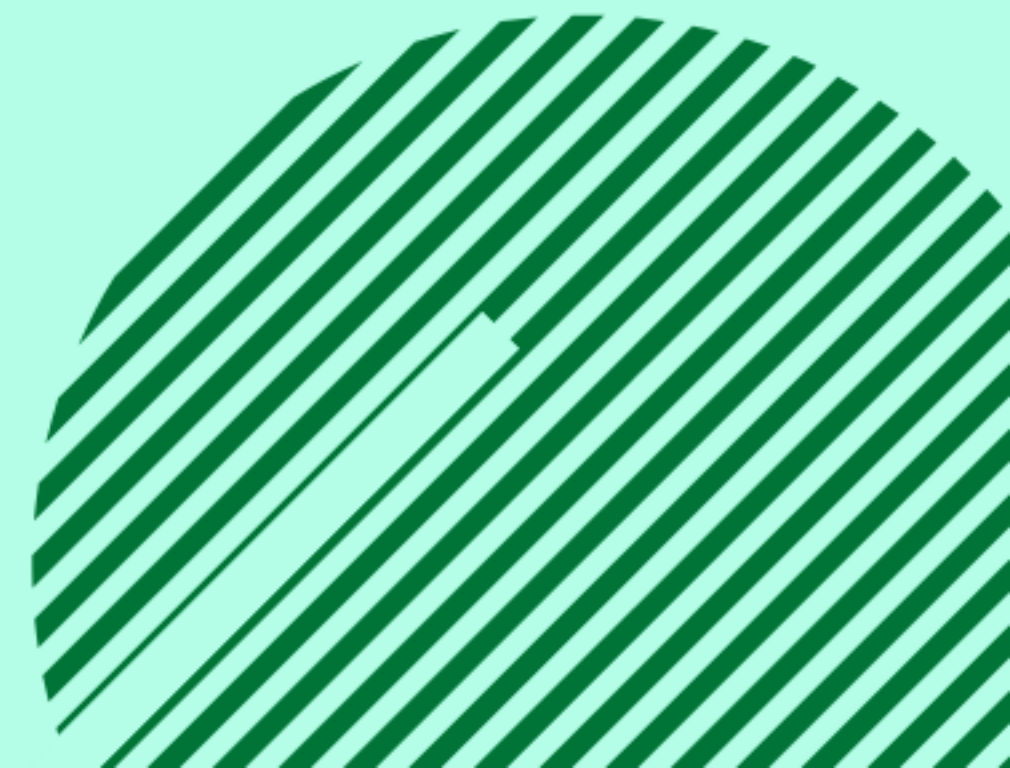


# Our Marketing Tone of voice

Supports our mission,  
by making healthy food  
messaging, accessible  
and relevant to all  
people

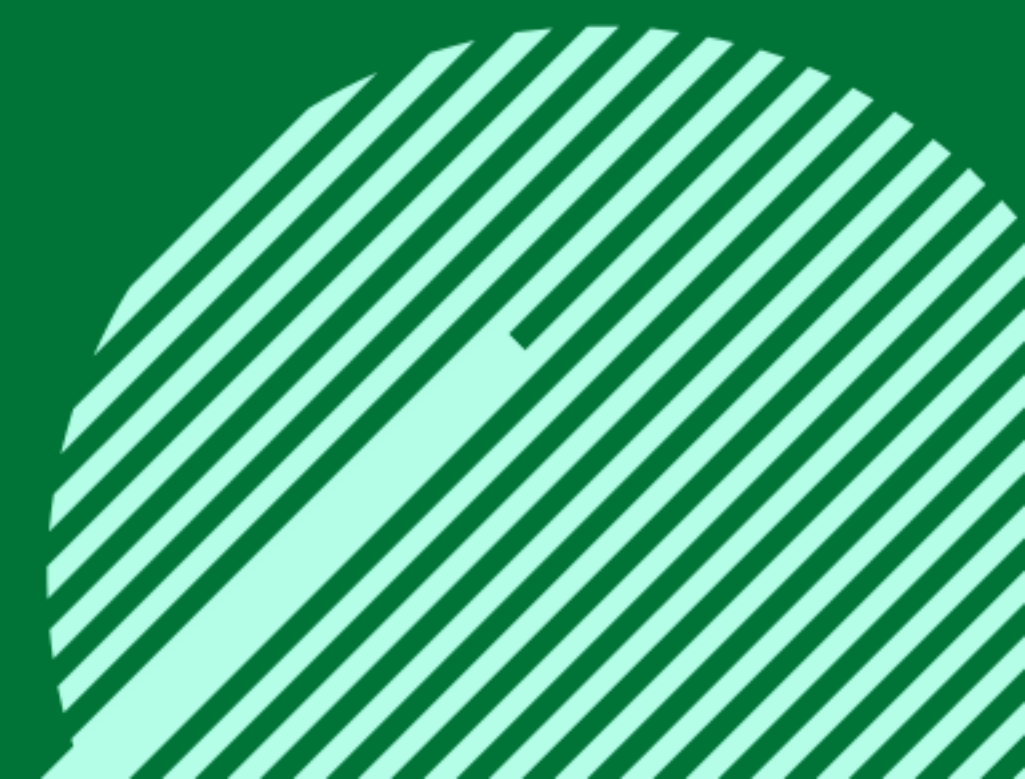


# Consistent themes across social media





# Our place on the Planet





Our place on the Planet

Our place in people's lives





Our place on the Planet

Our place in people's lives



Our physical places - locations



95% of Every Meal we sold this year, was in Fully Compostable packaging. All of which returns to the soil, just in time for 2019 Christmas Trees! 🌱🌲😊

Thanks to everyone for helping us on our #missiongreen!  
#freshiicompostablepackaging #ecostores #doingourbit #savetheplanet #singleuse #environment #ecofriendly #compostablepackaging #eco #sustainable #happychristmas

WE'RE ALREADY DOING OUR BIT, FOR  
NEXT CHRISTMAS!



Freshii Ireland

Published by Killian Flanagan [?] · 3 January · 🌐

This year, we will serve over 500,000 meals in Fully Compostable Packaging - more than any other restaurants in Ireland.

We're making it a GREEN '19!

#freshiicompostablepackaging #ecostores #doingourbit #savetheplanet #singleuse #environment #ecofriendly #compostablepackaging #eco #sustainable #green19 #missiongreen #eat #energize



# Local Lo Cal



Our food is always healthier and is sourced from **Irish Farms** where possible.



We're making **Earth Day**,  
last 365 days.







Freshii Ireland

Published by Killian Flanagan [?] · 2 July 2018 · 🌐

We are about to bring the healthiest, tastiest, coolest food in the world to Rathcoole.

OPENING SOON!

#eat #energize #rathcooler



Rathcoole is about to be

Rathcooler



Freshii Ireland

Published by Killian Flanagan [?] · 12 September 2018 · 🌐

The Healthiest, Tastiest food in Galway is now being served on Cross St (Opposite the Dáil Bar).

#eat #energize #galway

**GALWAY CITY**



has a new Healthy Core

# tactical posts example: U2 at 3arena

**Freshii Ireland**  
Published by Killian Flanagan [?] · 6 November 2018 · 🌐

#eat #energize before the U2 Concerts!



#Sweetest Thing

**Freshii Ireland**  
Published by Killian Flanagan [?] · 6 November 2018 · 🌐

#eat #energize before the U2 Concerts!



#Moment Of Surrender



Freshii Ireland

Published by Killian Flanagan [?] · 26 November 2018 · 🌐

Trade CYBER Monday for FIBRE Monday and #eat #energize 🍌  
#healthiesttastiestfoodinireland



Freshii Ireland

Published by Killian Flanagan [?] · 9 July 2018 · 🌐

GAA FAN?  
We've got you covered for the SUPER 8's 🍌





# promoting the benefits of plant based eating

MARCH 27TH.  
CHQ BUILDING

# PLANT BASED BOOM

SPONSORED BY

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Learn from our expert panel,  
how Plant Based Eating is  
changing our world and  
how you can  
benefit!



**Greg Xavier:**  
Plant Based Ireland  
Founder



**Heather Gordon:**  
Plant Based Ultra  
Runner



**Leo Venus:**  
Student Doctor &  
Plant Based Athlete



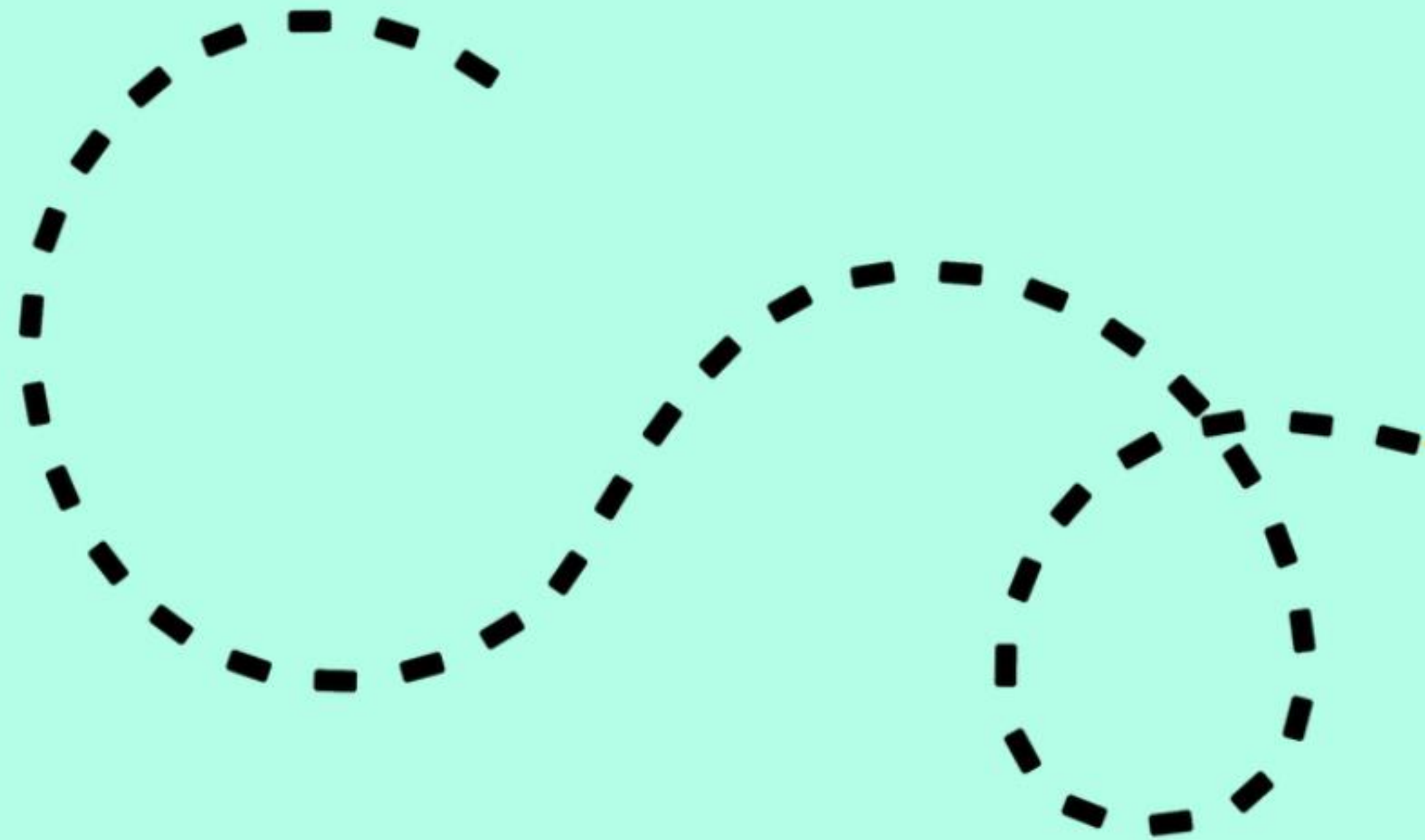
**Jessica Gresty:**  
Plant Based Body  
Builder

# INNOVATIVE STORE DESIGN



# BRINGING FRESHII TO THE MASSES







+

**If it's to be, it's  
up to me.**

+





**+ If it's to be, it's  
up to me.**

**+ Dare to do it.**

A young child with curly hair, wearing a blue superhero mask and a red cape over a blue t-shirt, is shown in profile. The child is holding a string that supports a green sign. The background is a mix of light blue and light green.

thank  
you!

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