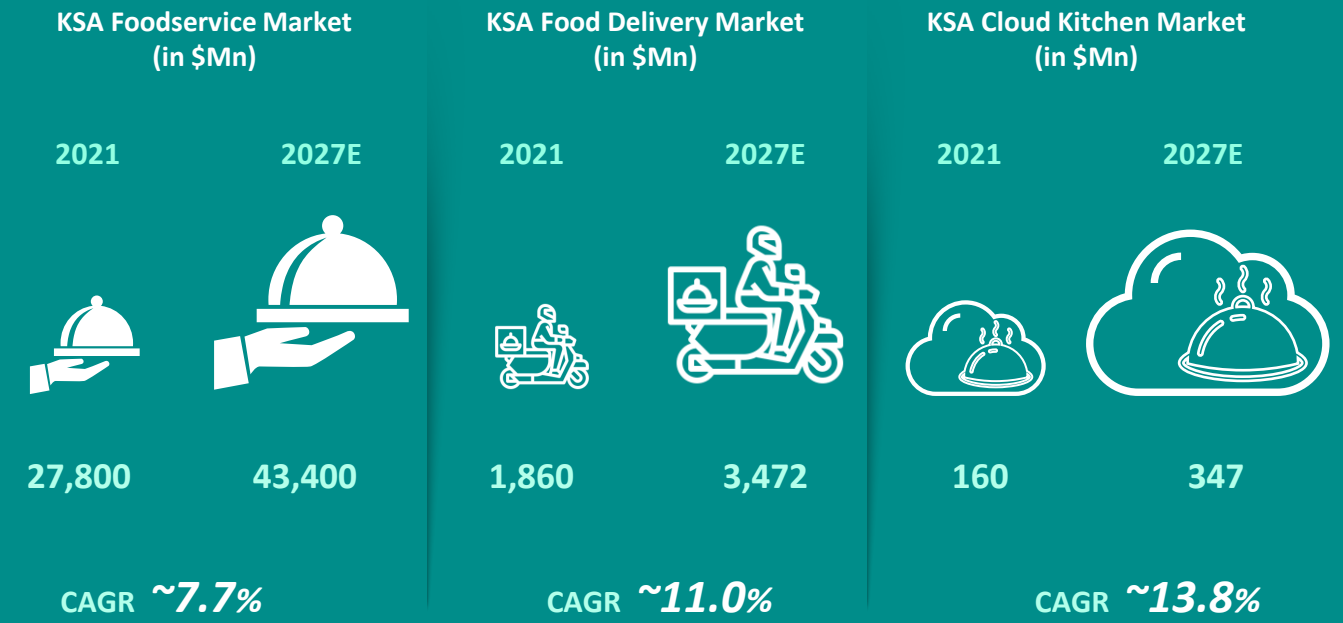


# KSA Cloud Kitchens

## Disrupting the Foodservice Market



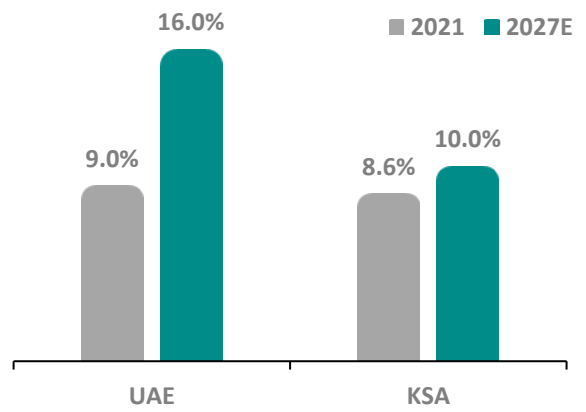
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### KSA Cloud Kitchen Industry Growth Rate Validation

	CAGR
Global	<b>13%</b> (2022-2030)
APAC	<b>14%</b> (2021-2027)
Europe	<b>13%</b> (2021-2027)
North America	<b>10%</b> (2018-2028)
India	<b>16%</b> (2024-2028)
Indonesia	<b>21%</b> (2021-2028)

### KSA Cloud Kitchen Share in Online Food Ordering Validation



\*KSA 2027E based on conservative forecast

### KSA Food Service Statistics

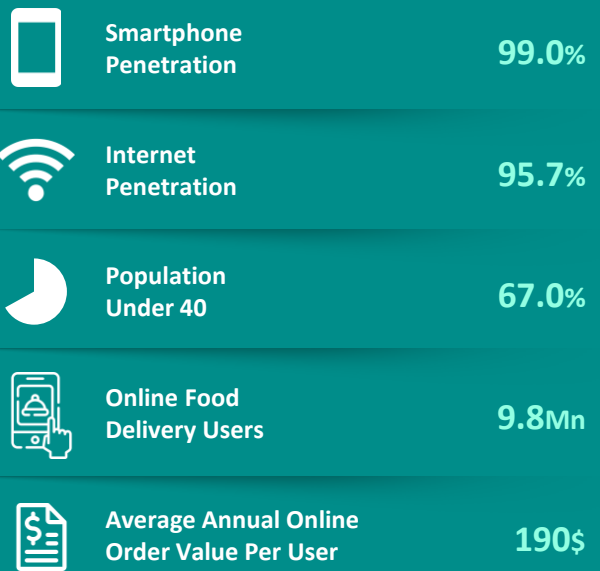


More than **90%** of Riyadh's Population Eats Out at Least Once a Week



KSA's Total Addressable Market will be Larger than All Five of the Other GCC Countries Combined, by 2025

### KSA Online Food Ordering Statistics



### Few Cloud Kitchen Businesses Operating-in / Targeting the KSA Market



Sources: Mordor Intelligence LLP, BNC Publishing, Allied Market Research, Kenneth Research, KBV Research, Adroit Market Research, KR-Asia, Tech Sci Research, Redseer Consulting, Invest Saudi, Crunchbase, Various News Articles for names of dark kitchen operators

# KSA Cloud Kitchens

## Key Market Players and Expansion Plans









Company Name	Cumulative Funding (\$Mn)	Key Investors	Business Plans
<b>Kitopi</b> 	<b>804</b>	B. Riley Financial, Chimera Investment, DisruptAD, Dogus Grubu, Next Play Capital, Nordstar, SoftBank Vision Fund	With presence in Riyadh and Jeddah, Kitopi is planning to raise money from investors to accelerate its expansion in KSA
<b>iKcon</b> 	<b>25</b>	Arzan Venture Capital, Al Hokair Group, ALTouq Group, B&Y Venture Partners, Derayah Venture Capital, Mohamed Yousuf Naghi Group, Nazer Group	Currently operates more than 15 cloud kitchens across the UAE and KSA. Plans to grow its network to 50 cloud kitchens in the near term
<b>Sweetheart Kitchen</b> 	<b>41</b>	Peter Schatzberg	Sweetheart has 16 cloud kitchens in the UAE and Kuwait. It aims to open 30 kitchens in KSA in the near term
<b>Kaykroo</b> 	<b>24</b>	Abdulmajid Abdulaziz Al Hokair, Abdulrahman Al Rashed, Kamal Puri, Other Investors	Kaykroo has 20 cloud kitchens in the UAE and KSA. The company has plans to open 15 more kitchens across KSA
<b>Kitch</b> 	<b>15</b>	Founders Committee and Antler	In partnership with the Lebanese restaurant chain Barbar, Kitch plans to open an additional 20 restaurants in KSA
<b>Creating Culinary Communities</b> 	<b>90</b>	Lurra Capital, TriArtisan Capital Advisors, Brookfield Asset Management, Dean Adler, Egon Durban, Greg Mondre, REEF	Headquartered in the US, the company has a focus on expansion in the UK and KSA

# KSA Cloud Kitchens

## Key Market Players and Expansion Plans



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Company Name	Cumulative Funding (\$Mn)	Key Investors	Business Plans
<b>The Cloud</b>  THE CLOUD	<b>10</b>	Middle East Venture Partners (MEVP), Olayan Financing Company, Rua Growth Fund, Elekron Ventures	In Sep 22, the Cloud closed a \$10Mn funding to expand into KSA
<b>KLC Virtual Restaurants</b> 	<b>NA</b>	<b>NA</b>	Presence in Kuwait, UAE, and Qatar. The company has plans to enter the KSA market
<b>Creative+</b> 	<b>NA</b>	<b>NA</b>	In Jan 2022, Saudi Arabia's cloud kitchen Creative+ raised a seed investment of \$2Mn to expand its footprint in the KSA
<b>CUL.IN</b> 	<b>NA</b>	<b>NA</b>	Cul.In is the first cloud kitchen born and bred in KSA
<b>KitchenPark</b> 	<b>NA</b>	<b>NA</b>	The largest operator of CloudKitchens™ delivery only kitchens in KSA, Kuwait, and UAE
<b>Features Kitchens</b> FT Kitchens	<b>25</b>	Seedra Ventures, Al-Muhaidib, Abunayyan Holding, Almunif Holdings Company	Features Kitchens provides state-of-the-art kitchens, so brands can grow, operate more efficiently and generate more profit
<b>Hunger Station</b> 	<b>NA</b>	<b>Delivery Hero from Germany</b>	First online food ordering portal in KSA

# KSA Cloud Kitchens

## Key Market Players and Expansion Plans




Company Name	Cumulative Funding (\$Mn)	Key Investors	Business Plans
<b>Kitchen United</b>  <b>kitchen united</b> <small>ONE SPOT. ALL THE EATS.</small>	<b>150</b>	Alimentation Couche-Tard, Inc., B. Riley Venture Capital, Cali Group, DivcoWest, Fidelity Canada, General Global Capital, GoldenArc Capital, GV, Harry Tsao, HAVI, John Miller, Kroger, Michael Montagano, Peyton Manning, Phillips Edison & Company, Restaurant Brands International, Rich Products Ventures, RXR Realty, Simon Property Group, Matthew Brown Companies, Fidelity, ACE & Company, G Squared	Growing tech capabilities and expanding its footprint to 500 sites in the US in the next five years, from the current 15 locations. Focus markets are Los Angeles, New York City, Chicago and Texas
<b>Blue Apron</b>  <b>Blue Apron</b>	<b>353</b>	Linda Findley, RJB Partners, Allianz Global Investors, AGO Partners, Bessemer Venture Partners, BoxGroup, Fidelity, First Round Capital, Oxygen Capital Partners, LLC, Peak Opportunity Partners, Stripes, Target Global, AMKA Holdings, David Tisch, Eric Gould, Graph Ventures, James Moran, Zach Weinberg, Devon T Rogers, Jason Finger, JANA Partners	NA

# KSA Cloud Kitchens

## Key Market Players and Expansion Plans



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Company Name	Cumulative Funding (\$Mn)	Key Investors	Business Plans
<b>Lunchbox Technologies</b> 	<b>72</b>	&pizza, 645 Ventures, Coatue, DoorDash, Frontline Ventures, Primary Venture Partners, Sweetgreen, Weclikd, ANIMO Ventures, Evolution VC Partners, Bryan Ciambella, Michael Vaughan, Reshma Saujani, Scott Belsky, Tom Colicchio, Shu Chowdhury	Partnership with Virturant to create an all-new Ghost Eats App, predicted to be the world's largest virtual restaurant and ghost kitchen marketplace. This app could be a huge revenue boost to both the companies

# KSA Cloud Kitchens

## Disrupting the Foodservice Market



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### Delivery Kitchen



- A delivery kitchen has no physical space/dine-in/takeaway facility
- The owner operates a restaurant under a single brand name and relies on third-party aggregators or home delivery orders

### Cloud Kitchen



- In a cloud kitchen, the owner operates multiple brand names under one outlet
- Having a separate brand name for different cuisines is helpful because customers prefer to order from restaurants that specialize in a cuisine

### Ghost Kitchen



- Ghost kitchens exist virtually in various locations but operate on a central hub/kitchen
- There is one central kitchen where the food is prepared and delivered to subsidiary kitchens, which are located in different areas

Cloud Kitchen Type	Business Model	Specifications
<b>Real-estate play</b>	Lease under-utilized properties, transform them into shared kitchens, rent out to F&B brands	Large upfront investments, feasible where real estate is expensive
<b>Brand ownership</b>	Create a large kitchen with multiple stations, operate own F&B brands	Upfront investment in building kitchens, higher margins due to control on operations, dependence on third parties for orders
<b>Brand partnership</b>	Create a large kitchen with multiple stations, partner with existing brands, and manage their entire operations	Pay the brand owner 5-15% royalty
<b>Delivery app owned</b>	Offer emerging restaurants kitchen space as well as facilities like built-in kitchen equipment	Higher customer reach and greater efficiency in delivery
<b>Fully outsourced</b>	Major part of food preparation is outsourced and gets delivered to the cloud kitchen; the chef only provides the final touch	Enables accepting volume orders with no worries of incurring overhead costs and operational expenses
<b>Shell model</b>	Operated on a kitchen space with bare minimum infrastructure. The restaurant brings the equipment, staff, raw materials, etc.	Restaurant only does the cooking; the service provider does everything else including delivery