

# Filli

**Company Profile**





## SECTION 1



# THE FASTEST GROWING TEA-HOUSE CHAIN IN THE WORLD.

At FiLLi, taste is the sole reason why each of our customer keeps coming back. The Signature Zafran Tea was appreciated by people and thus began a new trend that is going global.

FiLLi set the precedent right from the beginning by establishing themselves as an ambient and cozy hang out spot for endless conversations rather than just another tea joint.

# FILLI IS GOING GLOBAL





## OUR VISION

We believe that a cup of tea can unite people regardless of where they are from. Our vision is to be the most admired tea brand in the world by uniting people through the love for tea.



## OUR MISSION

Provide an experience that entices the customers and bond them with the aroma that every flavor of our tea unleashes.



**Rafih FiLLi**  
Founder & CEO

# FiLLi CAFE'S OVERVIEW

## Name to Brand

Mr. Rafih's nickname 'Filli' was lovingly given to him by his schoolmates. Over the years, the name stuck and eventually became synonymous with one of Dubai's best-loved tea cafés.

## Offerings

Apart from the Zafran tea, FiLLi is offering a vibrant menu that changes with the season and combines local and international flavors.

## Current Store

FiLLi is a well-established, international café chain having presence in GCC and other countries like UK, USA and India.

## Global Expansion

FiLLi trademark is registered in 48 countries consists of countries such as UK, USA, Canada and North Africa in addition to the GCC and Asian countries.

## Awards and Accolades

- Stars of Business Leadership (Male) Award 2017
- FiLLi is now a featured case study in Harvard Business Studies
- Top 100 Indian business leaders in Arab world 2018 by Forbes
- Voted as best tea in UAE by listeners of Suno 1024.





## Customer Repeat

More than 35% of our guests repeat every month. This number is 10% higher than our closest competitor

## Growth

YoY growth with mature stores EBITDA upwards of 24%

## FiLLi Zafran Tea

Only Café in the country to serve more than 150,000 guests who enjoy their Zafran Chai from FiLLi Cafe every month

Sustainable growth with tons of happy guests, lean team & profitable unit economics



## Brand

Contemporary Brand that resonates with customers and creates super high loyalty towards FiLLi



## SECTION 2

# RETAIL STORES





FILLI CAFE

SHARJAH AIRPORT





FILLI CAFE

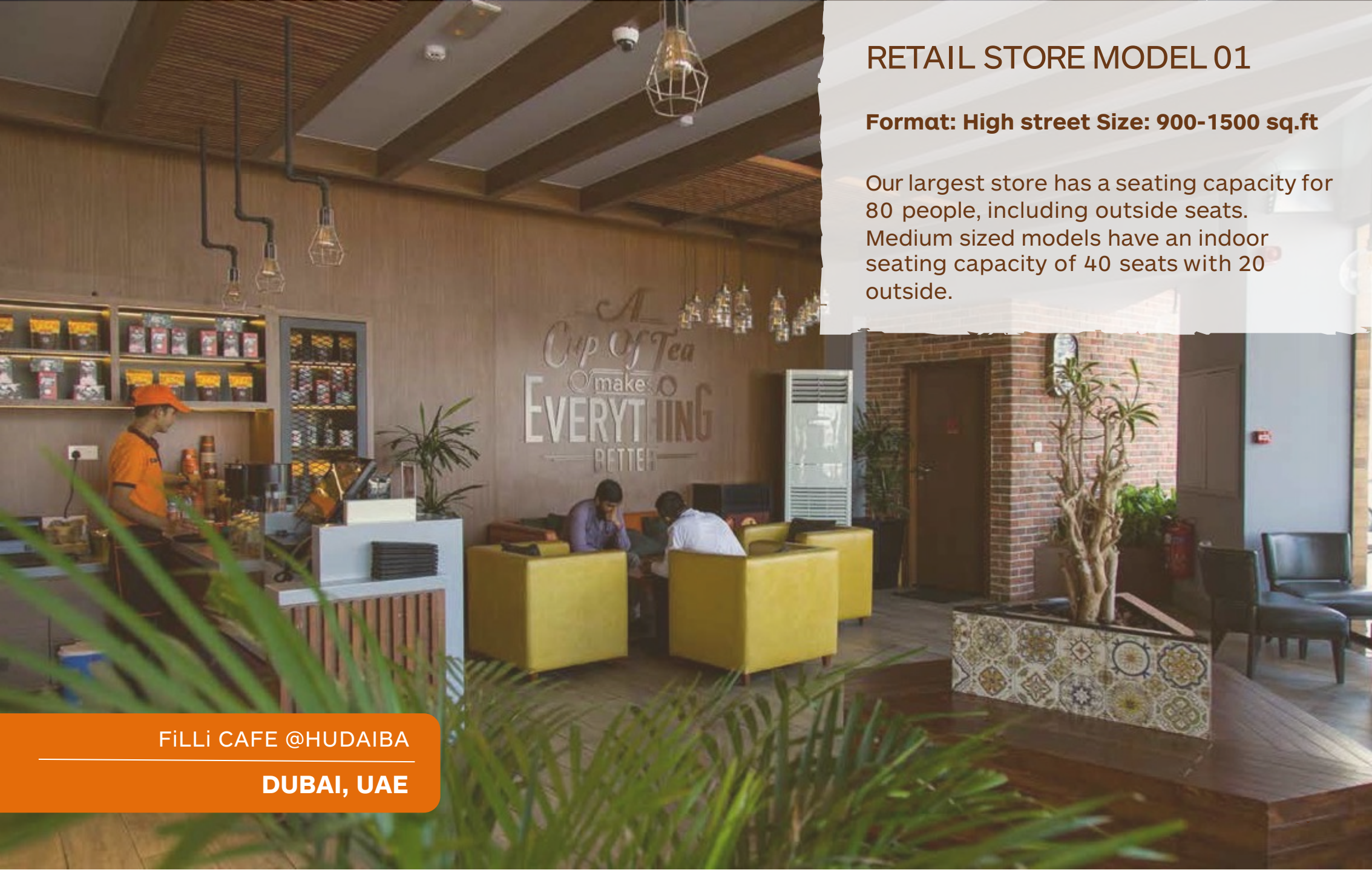
AL HEERA BEACH, SHARJAH

## RETAIL STORE MODEL 01

**Format: High street Size: 900-1500 sq.ft**

Our largest store has a seating capacity for 80 people, including outside seats.

Medium sized models have an indoor seating capacity of 40 seats with 20 outside.



FILLI CAFE @HUDAIBA

DUBAI, UAE



FiLLi CAFE @DCC

DUBAI, UAE

RETAIL STORE MODEL 03

Format: Food court Size: 350-500 sq.ft



FILLI SELECT @AL ZAHIA  
SHARJAH, UAE



FILLI CAFE

TEXAS, USA

# Filli



FILLI CAFE

KANDMANDU, NEPAL



Filli

Filli

Loved by Dubai.  
looking to win the world over

SAMSUNG

Filli CAFE  
MAURITIUS



*Filli*

## **Introducing FiLLi's new wordmark logo**

This is a historic moment for all of us at FiLLi. Get ready to experience something different. I'm calling all the lovely colleagues & supporters to celebrate passion, success, growth and an ecstatic vision. You are about to witness a euphoric difference.

Let's celebrate your very own FiLLi with a new bold appearance and a greater mission. Having an astonishing similarity to this valorous feathered friend FiLLi's new wordmark logo.

**Rafih FiLLi**  
Founder & CEO





COLOR PALETTE



Pantone 21 c



Pantone 446 c



Pantone 4625 c

Note: The colors of the logo have to strictly be from this palette.

ARABIC LOGO





## SECTION 3

# RIGHT BUSINESS FUNDAMENTALS

Strong fundamentals and right business practices, coupled with deep customer love results into a profitable business.

*A Cup Of Tea*  
◉ makes ◉  
**EVERYTHING**  
— BETTER —

## REVENUE PER SQ FT

Highest - 8,400

Median - 3,000

## TABLE TURN OVER

Highest - 21

Median - 12

## REVENUE CONTRIBUTION

1:1 Split between  
Beverage & Food



**High Street**  
(800 to 1500 sqft)



**Shop inside Mall**  
(800 to 1500 sqft)

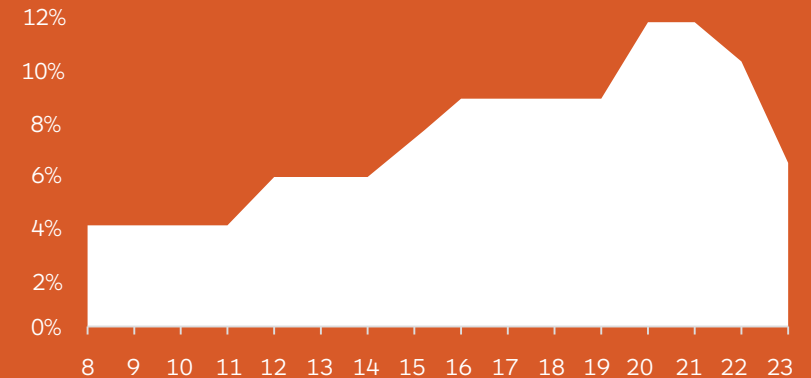


**Kiosk**  
(100 to 350 sqft)



**Casual Dining**  
(1500 to 2500 sqft)

## HOUR WISE REVENUE CONTRIBUTION



Daypart wise Hourly average | Data for High Street and Mall Cafes

## ALL DAY BUSINESS

## HIGH ON TECHNOLOGY

Launched progressive web app and native apps to promote cashless and contact-less transactions, encouraging safety. Now FiLLi's app is available in both android & apple store.



 SECTION 5



LATEST PROJECTS

## UNITED ARAB EMIRATES



AL HEERA BEACH



SHARJAH AIRPORT



RAK AIRPORT

## INTERNATIONAL



MAURITIUS



NEPAL



TORONTO, CANADA

# DISCLAIMER

We are sending you this Information Memorandum on the basis that you are a potential counterparty acting at arm's length. The type of transaction described in this document may not be suitable for you. Please take your own independent professional advice in order to assess if this type of transaction is appropriate for you given your circumstances and objectives. We are not acting as your financial, legal, tax or other advisor or in any fiduciary capacity, and this document does not constitute advice, or an offer (of any type), invitation to offer or recommendation, to you. If after making your own assessment you independently decide you would like to pursue a specific transaction with us there will be separate offering or other legal documentation the terms of which will (if agreed) supersede any indicative and summary terms contained in this document. We therefore do not accept any liability for any direct, consequential or other loss arising from reliance on this document. Please note that: (a) we are making no representation as to the performance of any financial instrument or economic measure. Assumptions, opinions and estimates expressed constitute our judgment as of the date of this material and are subject to change without notice. (b) we are dealing with you on a principal to principal basis and do not accept any responsibility for any dealings, including on-selling, between you and any third parties; (c) we make no representation as to the completeness of accuracy of the information contained in this document; and (d) you may not distribute this document, in whole or part, without our express written permission. (e) The terms and conditions set forth herein are indicative and subject to change based on market conditions. This is not an offer, or the solicitation of an offer, to buy or sell any of the securities referred to herein.

© 2020 FiLLi DWC LLC. This document contains confidential and proprietary information relating to FiLLi DWC LLC. The contents of this document including the information, methodologies, approach and concepts contained herein are confidential and are intended solely for the use by persons within the addressee's organization who are designated to evaluate capability of FiLLi to provide services. This document should not be shared with any third party or used for any other purpose or in any inappropriate manner.





FOLLOW US!

MODERN INDIAN CUISINE  
**FiLLi**  
SELECT

**INTERNATIONAL BRANCHES:** UAE, OMAN, QATAR, UK, USA, CANADA, MAURITIUS, INDIA and NEPAL.