FRUITAS HOLDINGS, INC.

INVESTOR PRESENTATION

JANUARY 2020

AGENDA

THE COMPANY

Industry Overview

Competitive Strengths

Key Strategies

Financial Highlights

Use of Proceeds

The **LARGEST** diversified kiosk operator in the country

Highly-scalable business model

Fruitas
Holdings, Inc.

1,068 stores nationwide

ALL NATURAL SHAKES AND JUICES
Fruitas
FRESH FROM BABOT'S FARM

25 active brands

Corporate History

Fruitas Holdings, Inc.

2002

1st Fruitas Store was launched

2004-2011

Juice Avenue, Buko ni Fruitas, The Mango Farm, Black Pearl and Fruitas Ice candy were launched

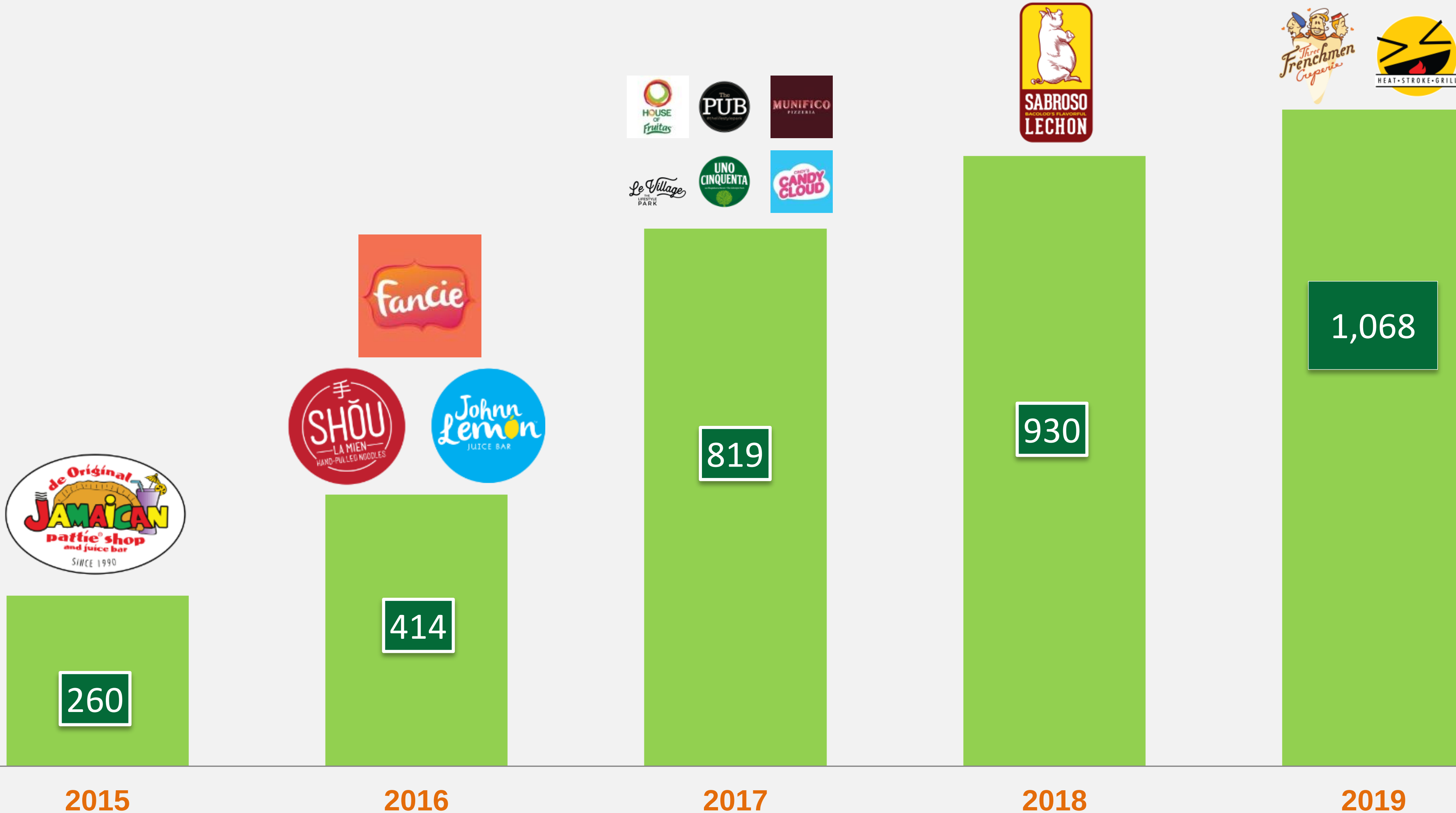
2012

Buko Loco, Friends Fries, Tea-Rex and House of Desserts were launched

2013

7,107 Halo-Halo Islands was launched

Corporate History



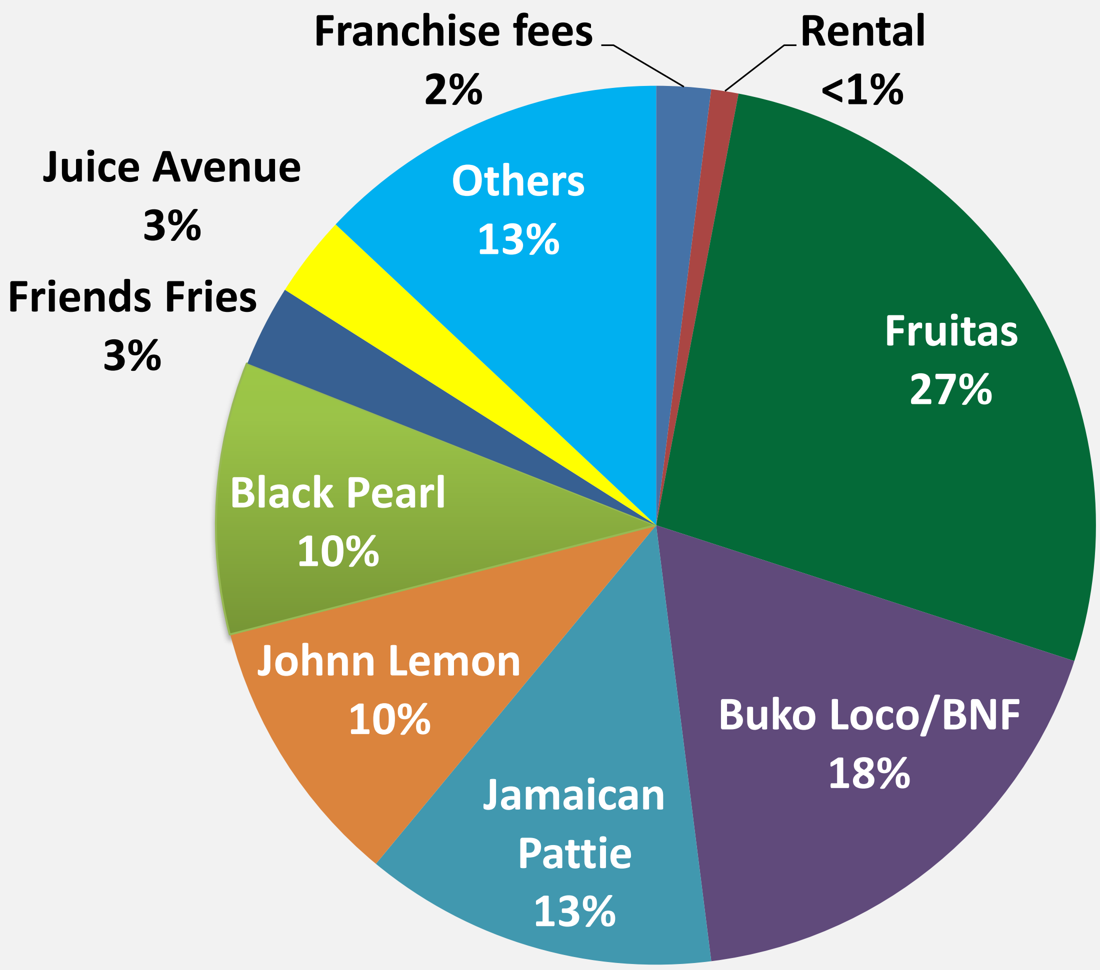
Corporate Structure

Negril Trading, Inc.

Fruitasgroup Incorporated

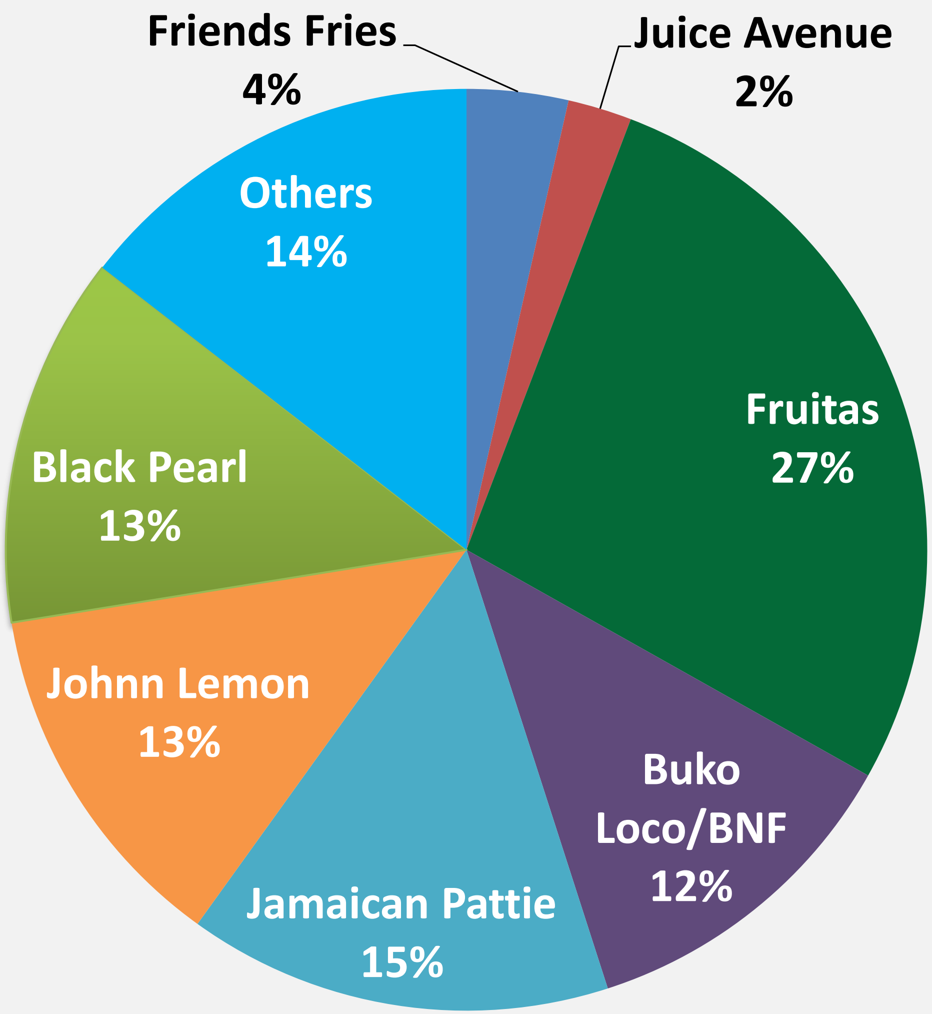
Buko ni Fruitas, Inc.

Revenue Breakdown: 2018



Note: figures as of end 2018

Store Breakdown: 2019



Note: figures as of end 2019

Industry Overview

Fruitas
Holdings, Inc.

Growth Outlook

Based on the latest Family Income and Expenditure Survey (FIES) report (2015), the total earnings of Filipino families reached PHP6 trillion in 2015, which translates to an average income of PHP 267,000 per family.

Total Food Spending increased by 6.8% per year from 2009 to 2015

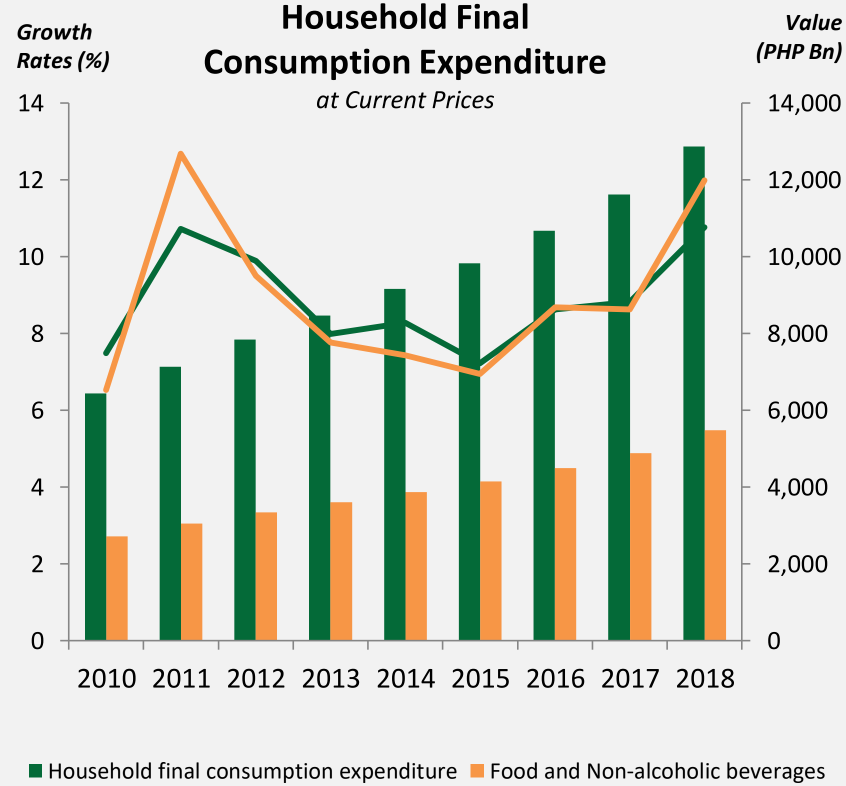
HFCE increased by an average of 8.9% per year at current prices during the past 10 years.

Food expenditure: Average spending per family, various years (₱)

Region	2009	2012	2015	AAGR (percent per annum)		
				2009/ 2012	2012/ 2015	2009/ 2015
NCR	111,696	118,572	126,695	2.01	2.23	2.12
Calabarzon	88,985	98,553	107,160	3.46	2.83	3.15
Central Luzon	82,261	92,308	100,411	3.92	2.84	3.38
Rest of Luzon	64,478	70,147	77,366	2.85	3.32	3.08
Luzon (a)	84,528	92,792	100,496	3.16	2.69	2.93
Visayas	64,144	69,915	80,058	2.91	4.62	3.76
Mindanao	59,855	66,723	72,018	3.69	2.58	3.13
Philippines	74,798	82,466	89,997	3.31	2.96	3.13

(a) Including NCR
Source of basic data: PSA-FIES (various years)

Household Final Consumption Expenditure
at Current Prices



Philippine Expenditure

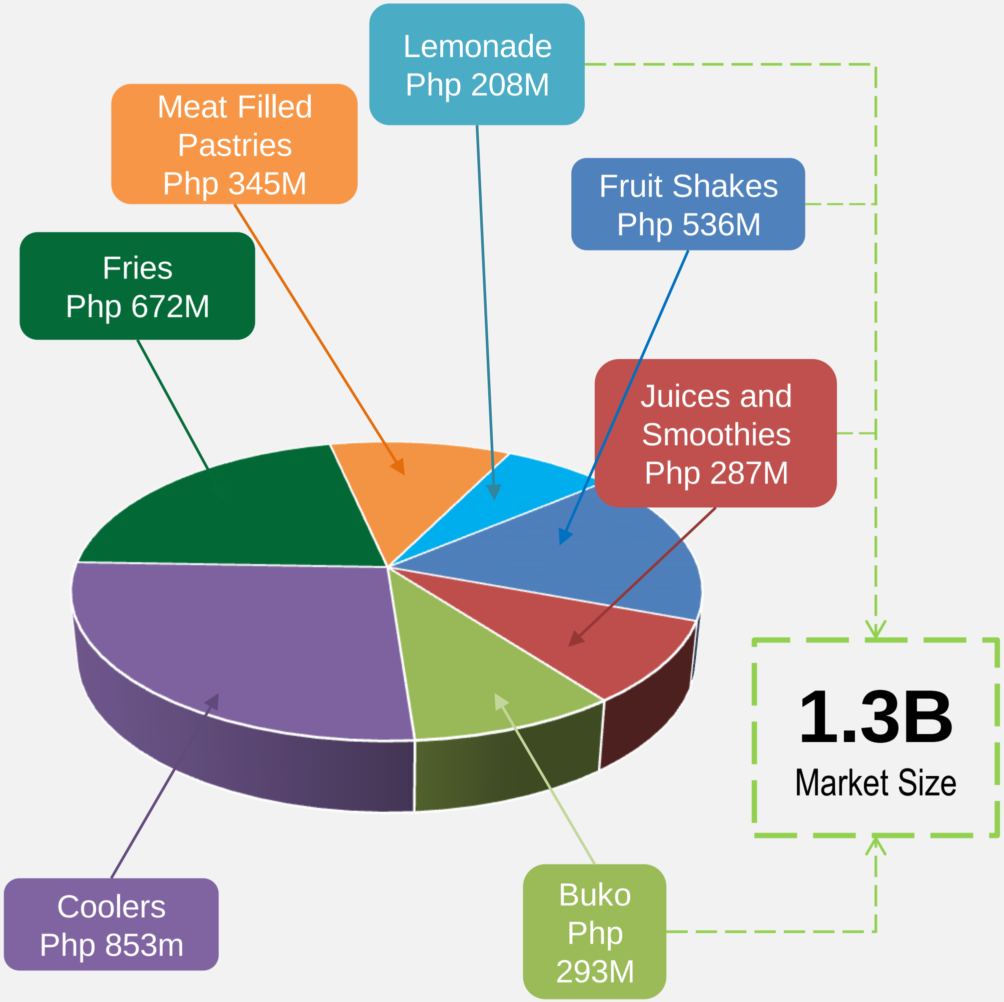
- By region, Philippine food expenditure as of 2015
  NCR: 30%
  Calabarzon: 22%
  Central Luzon: 12%

- Eating out behavior outpaced total income growth by 1.08 to 1.00.

- In 2018, sales of street kiosks/stalls reached P103.0B from 40,371 outlets with the number of transactions totaling 2.2B

- Eating out as percent of food spending rose from 14.2% (P290.7 Billion) in 2009 to 19.5% (P399.2 Billion) in 2015.

- Food is a major expense item among Filipino households. In 2015, food accounted for close to 42% of household spending.



*Kiosk Revenue in 2018 based on SEC filing

Source: 2019 UA&P CFA report

Top Kiosk Categories

CATEGORY	MARKET SIZE*	NUMBER OF STORES	BRANDS	FRUITAS MARKET SHARE
Fruit shakes	Php536.1M	Over 506	Fruitas (434.0M), Fruit Magic (17.0M), The Big Chill (85.1M)	81%
Juices and Smoothies	Php288M	125	Jamba Juice (201.3M) (c), Juice Avenue (53.9M) and Fruitfull (10.6M, FY ended May 2015), Tubo Cane Juice (22.3M) (d)	18%
Buko-based Drinks**	Php293.5M	281	Buko Loco/Buko ni Fruitas (281.6M), Buko Juan (11.9M)	96%
Coolers	Php853.4M	583	Zagu (701.9M) and Black Pearl (151.5M)	18%
Lemonade	Php208.0M	213	Johnn Lemon (163.5M), Lemon na Bai (14.3M), Simply Lemon (30.2M)	79%
Meat-filled pastries	Php345.1M	176	De Original Jamaican Pattie (207.9M), Yumpanada (137.2M) (e)	60%
Fries	Php672.3M	Over 1,482	Potato Corner (632.8M) and Friends Fries (39.5M)	6%
TOTAL	Php3,196.4M	Over 3,366		

**Est., 2018 in Php millions*
***Two dominant brands in the category are owned by FHI*

1.3B	42%
Market Size	Market Share

Source: 2019 UA&P CFA report

Competitive Strengths, Key Strategies and Future Plans

Competitive Strengths

Strong and Broad brand portfolio

Scalable and Sustainable business model

Efficient Logistic Management

Proven track record of brand introductions and acquisitions

Vast branch network

Highly Experienced Management Team

Key Strategies and Future Plans

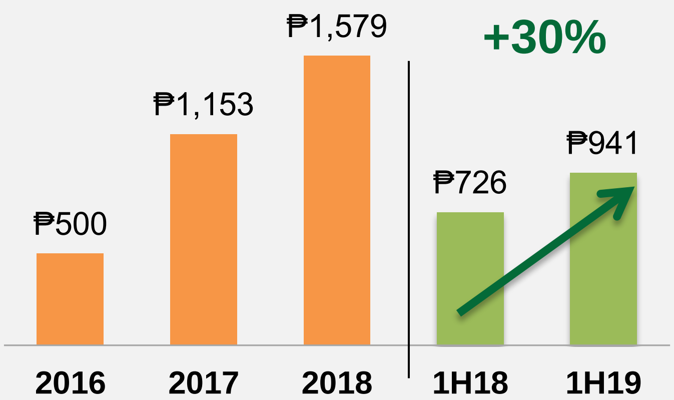
Fruitas Holdings, Inc.

- Pursue aggressive network expansion to take advantage of Philippine economic expansion as well as rapid urbanization of regions outside Metro Manila
- Increase same kiosk sales growth
- Further enhance operations to improve margins and retain competitive product prices
- Innovate and introduce new concepts to satisfy evolving consumer tastes and preferences
- Acquire other food service brands and businesses and expand in new formats where our cost-efficient model can be replicated
- Diversify distribution channels
- Expand the foodpark business as another growth area for our Company

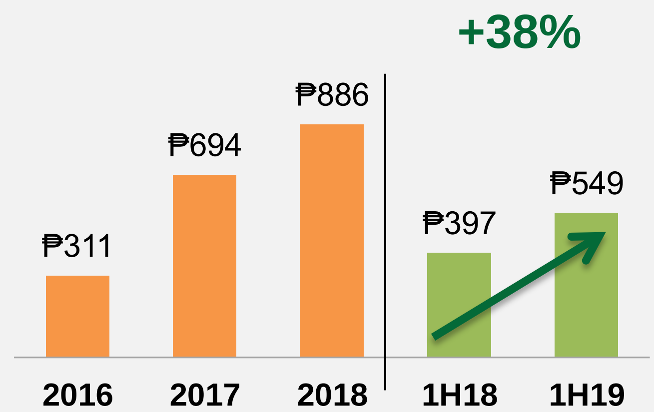
Financial Highlights

Financial Highlights

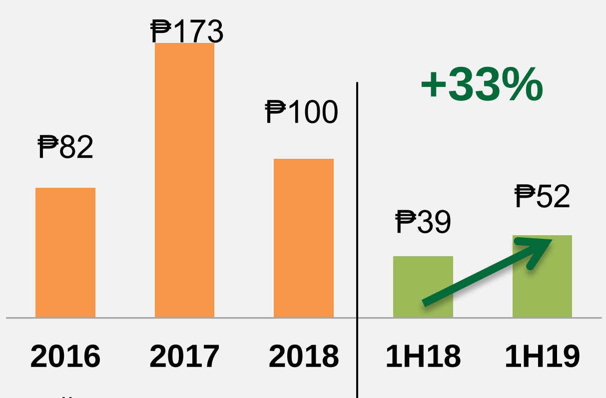
REVENUES



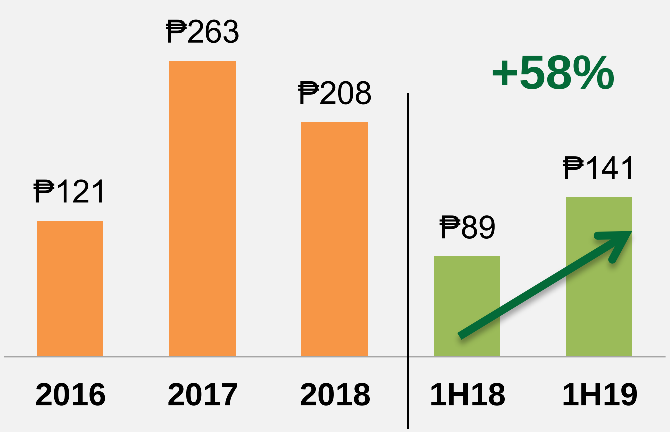
GROSS PROFIT



NET INCOME

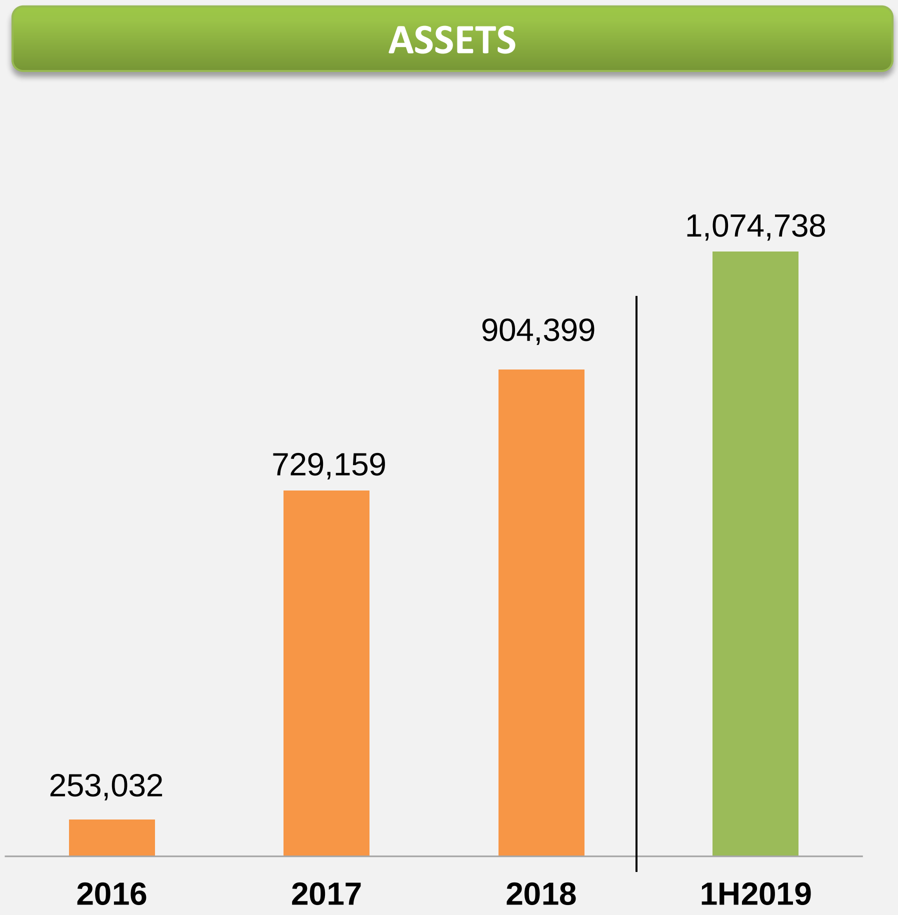


EBITDA



Figures In Millions

Financial Highlights



Key Performance Indicators

	2016	2017	2018	1H2019
Revenue Growth	61.3%	130.4%	37.0%	29.6%
Gross Profit Margin	62.2%	60.2%	56.1%	58.3%
Net Income Margin	16.4%	15.0%	6.4%	5.5%
EBITDA (₱ thousands)	120,648	262,843	208,213	141,343
EBITDA Margin	24.1%	22.8%	13.2%	15.0%
Return on Average Assets	41.3%	35.2%	12.3%	10.5%
Return on Average Equity	67.4%	67.6%	29.0%	26.5%
Current Ratio	402.9%	109.3%	100.6%	111.5%
Debt to Equity Ratio	31.3%	128.6%	142.0%	161.0%

Use of Proceeds

Usage	Indicative Amount (Php Millions)	Percentage	Timing
Store Network Expansion and Store Improvements	470	57.3%	2020-2022
Commissary Expansion	40	4.9%	2020
Expansion of Foodpark Business	25	3.0%	2020-2021
Acquisition Opportunities and Introduction of New Concepts	135	16.5%	2020-2021
Debt Repayment	150	18.3%	2019-2020
Estimated Net Proceeds	**820**	**100%**	


FRESH KA PA BA?
SHAKE MUNA!
WITH
Fruitas

Appendix

Market Leaders

FRUITAS FRESH FROM BABOT'S FARM!
2002

Fresh fruit shakes and juices

Leader in Fruit shake category

JOHNN LEMON
2016

Pure lemonade and lemonade with fruit mixes or tea base

Leader in Lemonade category

DE ORIGINAL JAMAICAN PATTIE SHOP AND JUICE BAR
1991

Baked Jamaican Patties and juices

Leader in Meat-filled pasties category

BUKO LOCO/BUKO NI FRUITAS FRESH FROM BABOT'S FARM
2012/2005

Bottled pure coconut juice, flavored coconut juice and fruit smoothies

Desserts (buko and fruit salads served in coconut shell), fresh coconut juice and buko smoothies (combination of buko meat blended with other fruits)

Leader in Buko category

Source: 2019 UA&P CAF

Category Challengers

BLACK PEARL
2008

Flavored powder drinks served with tapioca pearls

Coolers category

JUICE AVENUE
2004

Fresh fruit juice and smoothies

Juice and smoothies category

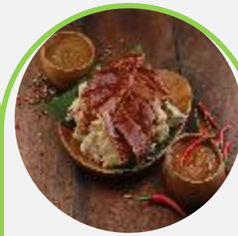
SHOU HAND-PULLED NOODLES
2016

Hand pulled noodles; old Beijing braised beef, rice toppings and dimsum

FRIENDS FRIES
2012

French Fries

Fries category



SABROSO LECHON
2017

Lechon and other pork-based rice meals

Whole roasted pork category

TEA-REX MILKTEA
2012

Cold-brew based milk tea and fruit tea

Milk tea category

FRUITAS HOUSE OF DESSERTS
2012

Dessert, fresh fruit shakes and juices, boba shakes and milk tea

Desserts category

Source: 2019 UA&P CAF

The Mango Farm (2006) and 7,107 Halo Halo Islands (2013) are also challengers in the Desserts category

Niche Brands

MUNIFICO PIZZERIA
2017

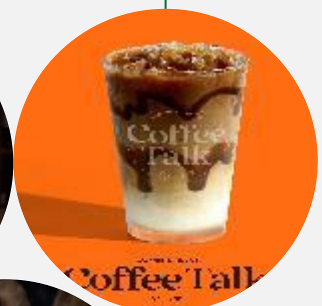
FANCIE
2016

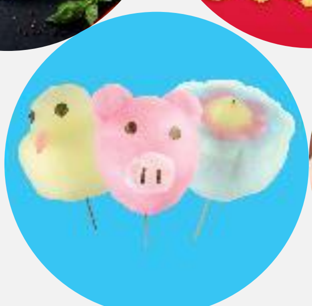
THREE FRENCHMEN CREPERIE
2019

FRUITAS ICE CANDY
2012

UVA
2017

COFFEE TALK
2019





CINDY'S CANDY CLOUD
2017

HOUSE OF FRUITAS
2017

THE PUB
2017

LUCKY CHAN
2019

HEAT STROKE GRILL
2019

Source: 2019 UA&P CAF

LIFESTYLE FOOD PARK

LE VILLAGE LIFESTYLE FOOD PARK

2017

55 CORDILLERA ST., QUEZON CITY

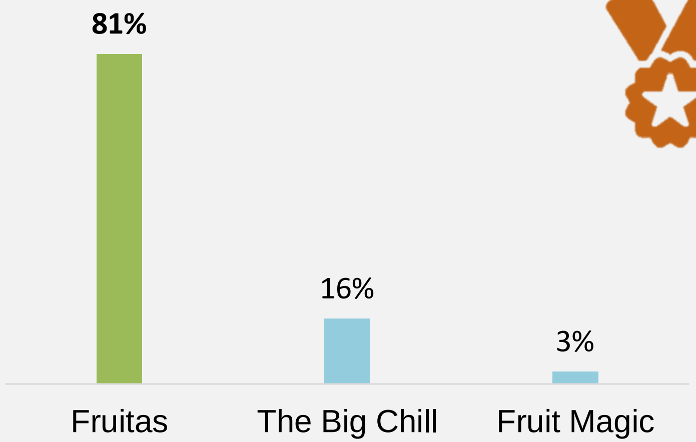
UNO CINQUENTA LIFESTYLE FOOD PARK

2016

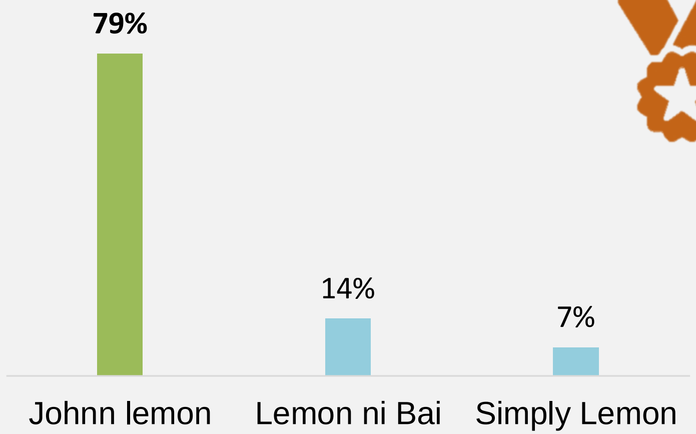
150 MAGINHAWA ST., QUEZON CITY

Relative Market Shares in Top Kiosk Categories

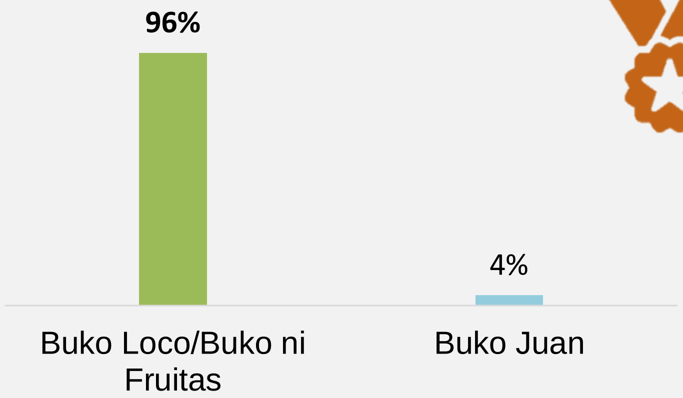
FRUIT SHAKE



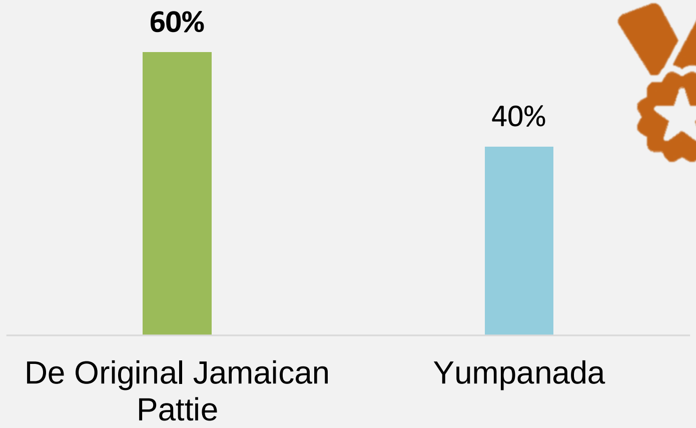
LEMONADE



BUKO JUICE



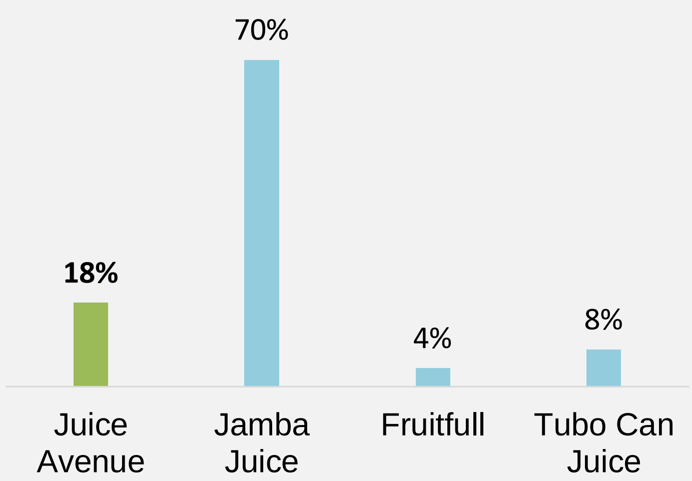
MEAT-FILLED PATTIES



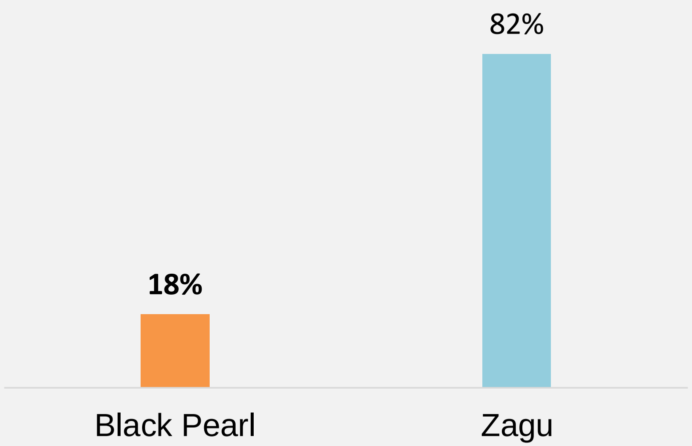
Source: 2019 UA&P CFA report.
Market share in terms of 2018 Revenue filed in SEC

Relative Market Shares in Top Kiosk Categories

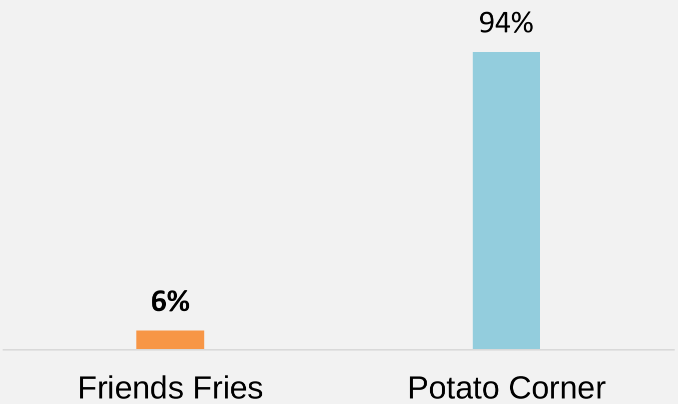
JUICE AND SMOOTHIES



COOLERS



FRIES



Source: 2019 UA&P CFA report.
Market share in terms of 2018 Revenue filed in SEC

Strong and Broad Brand Portfolio

- Leading Kiosk operator in Fruit shakes, Buko Juice, Lemonade and Meat Filled Pastries segment.
- Multiple food and beverage kiosk brands
- Competitive Pricing

Multiple Store Fromats

CART

KIOSK

IN-LINE
FOOD STALLS

Scalable and Sustainable Business Model

Fruitas Holdings, Inc.

Multi-brand kiosk operator leveraging on low production cost and economies of scale

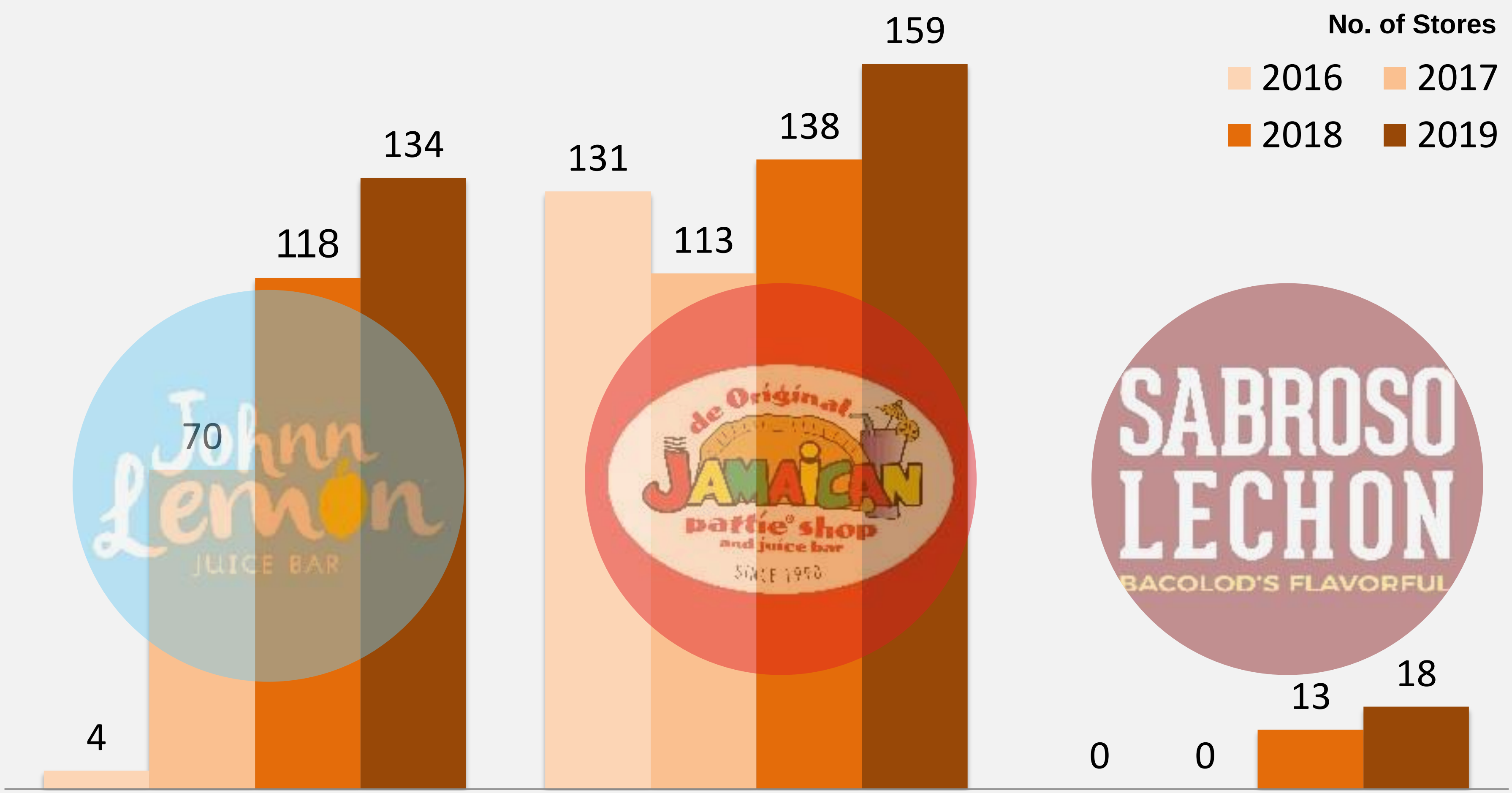
Efficient Logistic Management

- Large in-house logistics and distribution services
- 40 vehicles for delivery

Well-positioned to utilize Foodparks

- Our foodparks are in well-positioned areas- near offices and schools
- This is a platform where we incubate and test out viability of new concepts
- Develop new brands and enhance synergy amongst current brands

Proven Track Record of Brand Introduction and Acquisition



*no FHI-owned stalls pre-acquisition

Well-positioned to capture growing middle-class

Fruitas Holdings, Inc.

- In 2015 there were 2.1m families earning Php500k to Php1m a year. On average, families earning spend Php 42k a year on eating out.
- Eating out spending is seen to grow dramatically as families move from lower class to middle class which would mean an additional eating out spending of Php16.8B a year.
- Between 2009 and 2015, total food spending grew by 6.8% per annum while eating out spending expanded at a faster rate or 12.6% per annum.
- Eating out spending reached Php399B in 2015, about 20% of total food spending.
- In 2018, estimated eating out spending at around Php525B or about 21% of total food spending

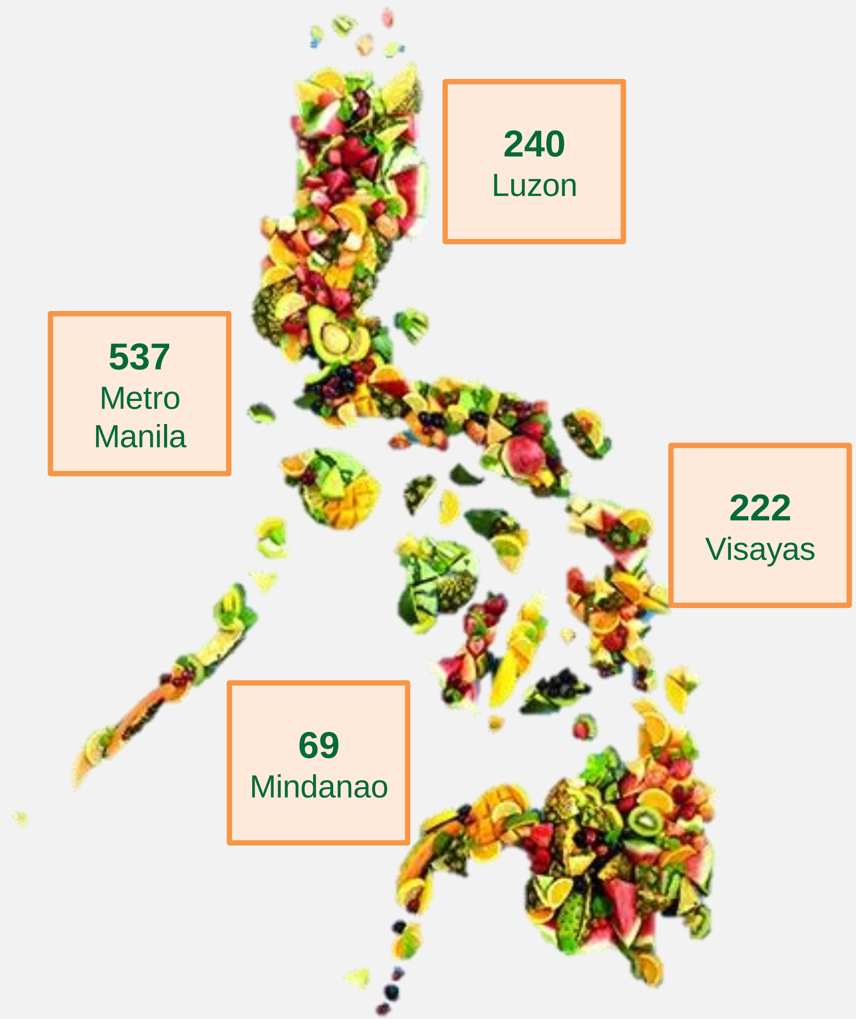
Eating out spending* across income classes, 2015
*(*food regularly consumed outside the home)*

Income Level (PHP)	Total Spending (PHP Bn)	Number of families	Spending per family (PHP)
All	399.2	22,730,410	17,553
Under 40,000	0.7	364,847	1,922
40,000 -<60,000	2.5	901,347	2,732
60,000-<100,000	14.6	3,268,076	4,454
100,000-<250,000	117.5	10,317,925	11,390
250,000-<500,000	136.5	5,262,154	26,935
500,000-<1,000,000	88.9	2,060,072	42,755
Above 1M	38.6	545,989	70,684

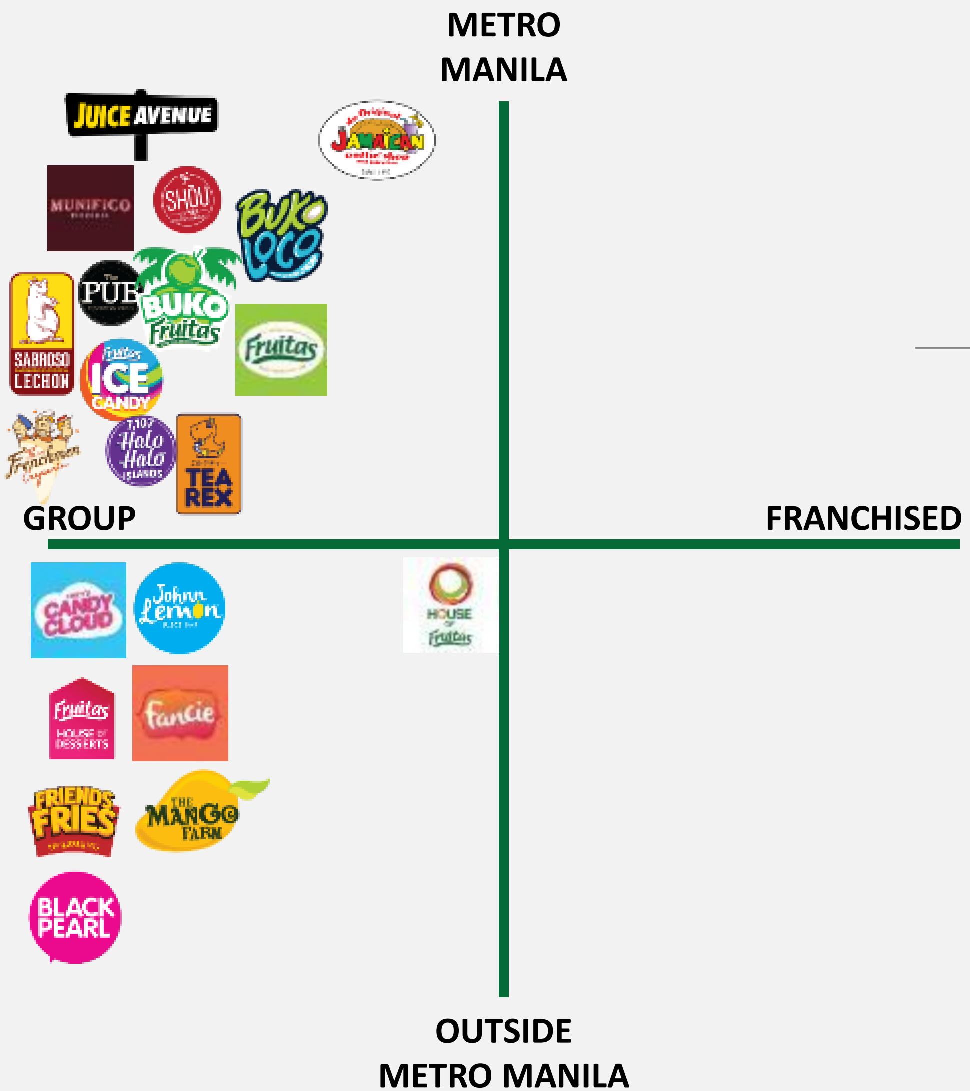
Source of basic data: PSA-FIES, *2019 UA&P CFA report*

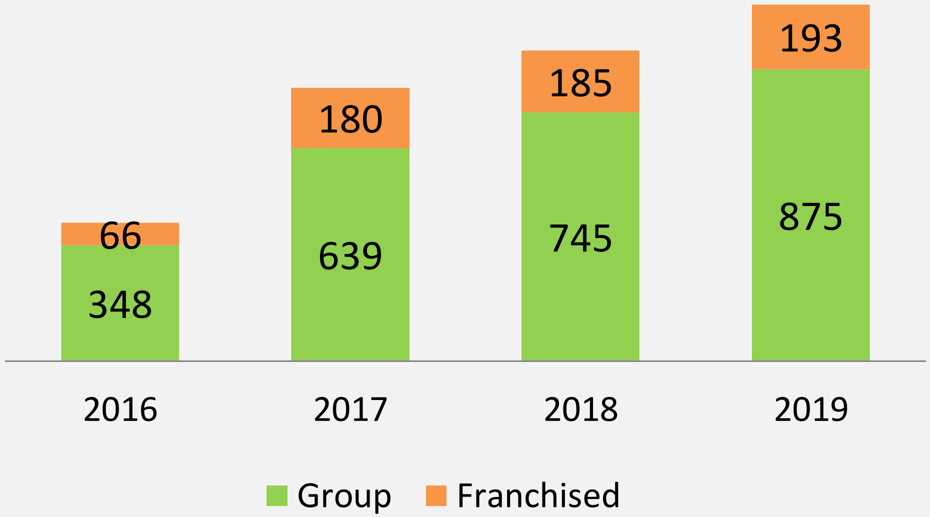
Vast branch network

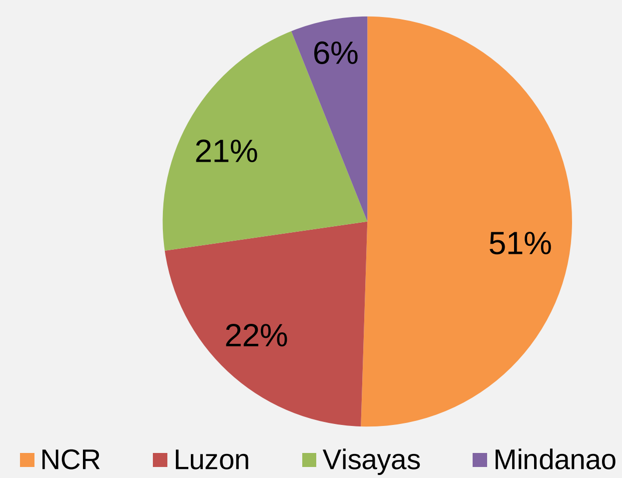
- Over **1,060** stores nationwide
- Strong and Competitive Franchising



Store Distribution



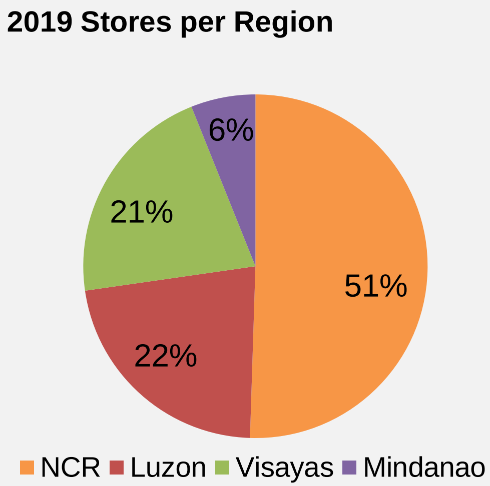


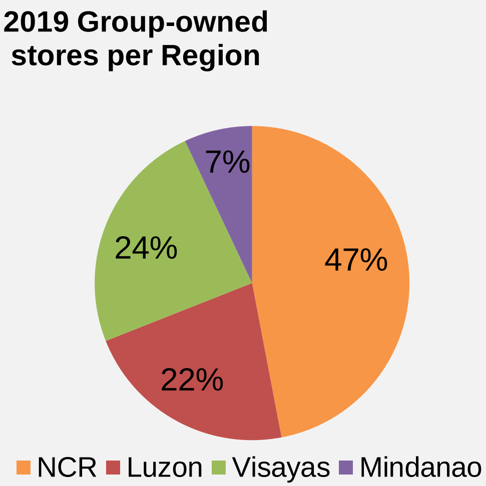


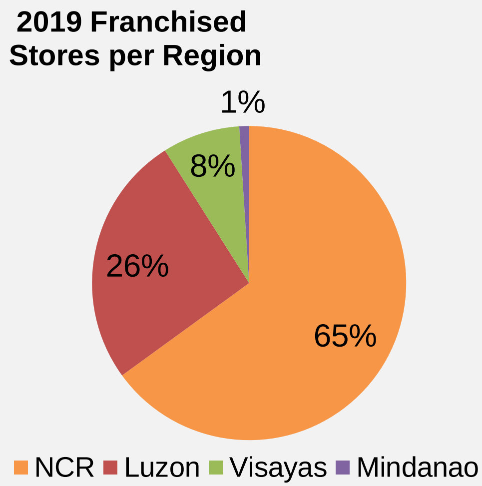
Highly Experienced Management Team

Key Strategies and Future Plans

Pursue aggressive network expansion to take advantage of Philippine economic expansion as well as rapid urbanization of regions outside Metro Manila







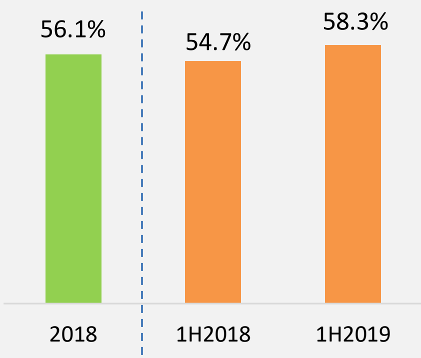
Increase same kiosk sales growth

- Increase transaction counts and average check
- Convert first-time customers to repeat and loyal customers
- Invest in our brands through advertising and marketing initiatives

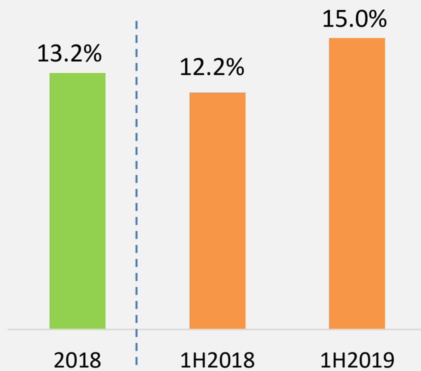
Key Strategies and Future Plans

Further enhance operations to improve margins and retain competitive product prices

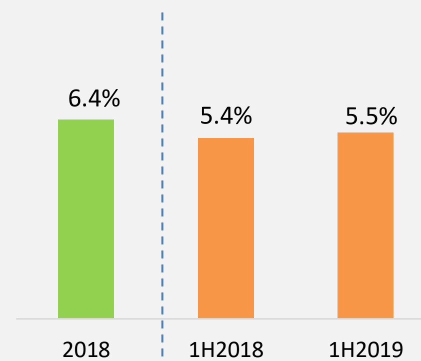
GP MARGIN



EBITDA MARGIN



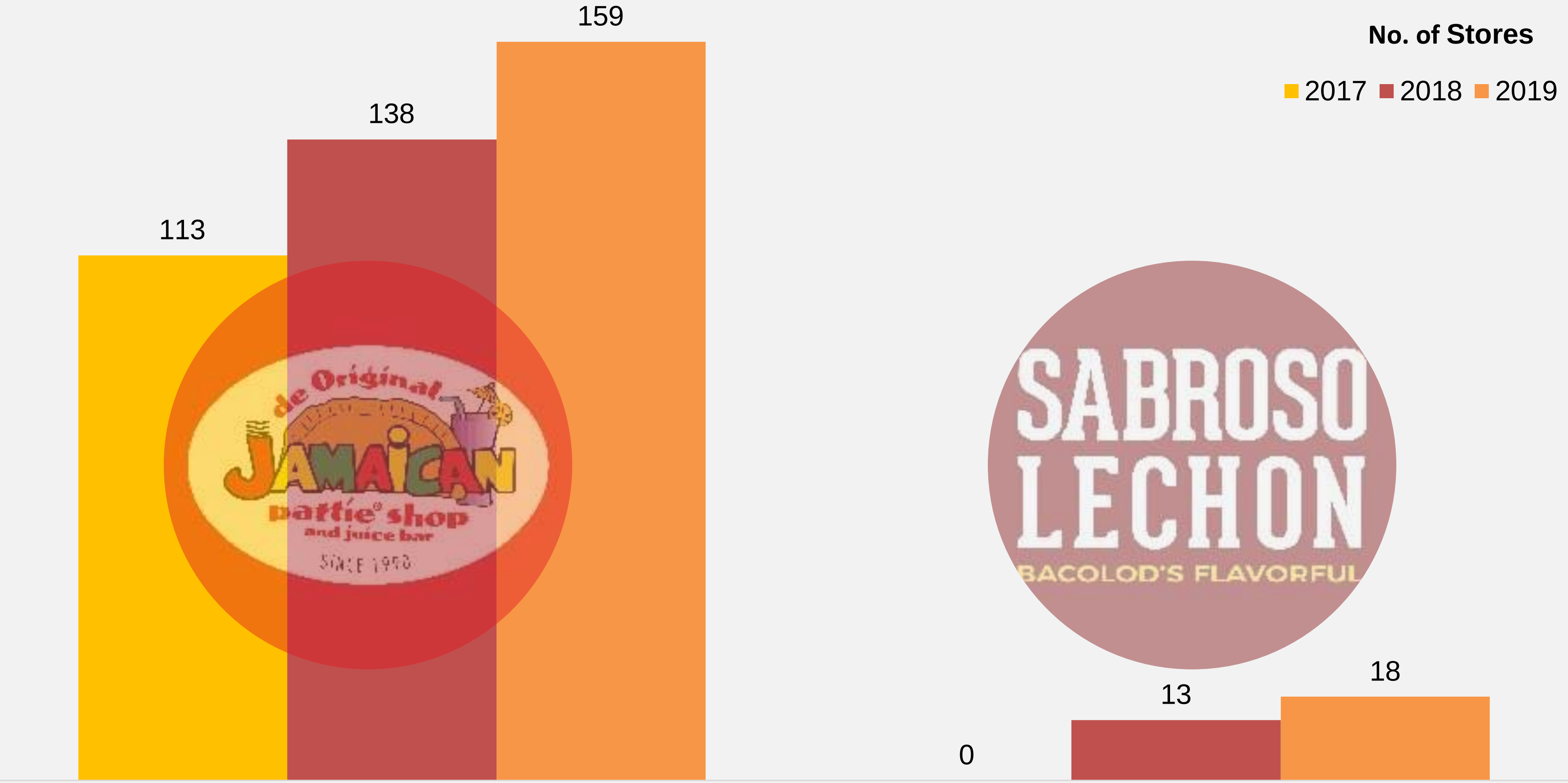
NI MARGIN



Innovate and introduce new concepts to satisfy evolving consumer tastes and preferences

Key Strategies and Future Plans

Acquire other food service brands and businesses and expand in new formats where our cost-efficient model can be replicated



Key Strategies and Future Plans

Diversify distribution channels

Expand the Foodpark business as another growth area for our Company

Grab Food

MUNIFICO
PIZZERIA

Three Frenchmen Creperie

SHŎU
LA MIEN
HAND-PULLED NOODLES