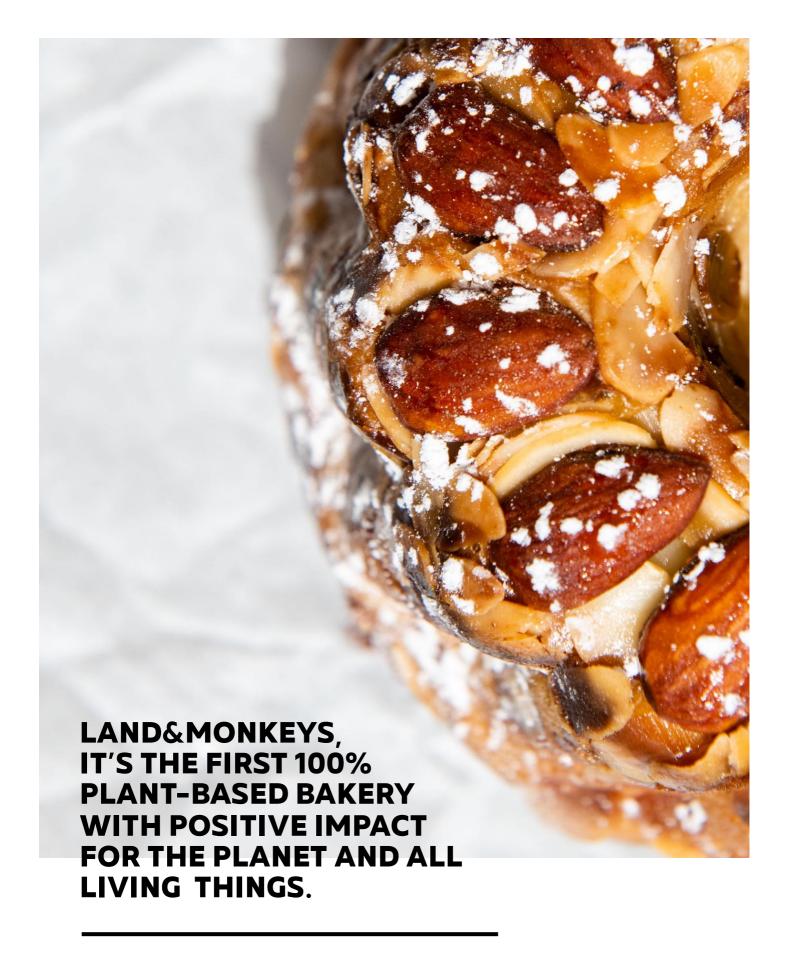
THE FIRST POSITIVE IMPACT BAKERY



Land& Monkeys



Baguettes, croissants, cookies and sandwiches, all the bakery and pastry essentials are offered in 100% plant-based versions, i.e. without meat or fish, without butter, milk, cream or eggs. Instead, 100% natural plant-based alternatives with up to 90% less carbon footprint.

OUR MISSION

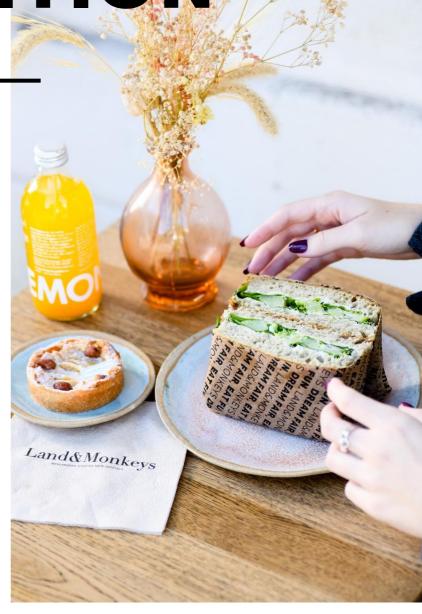


INTRODUCE
PLANT-BASED
FOOD INTO
THE DAILY LIFE.

...without changing any habits! With our authentic and ultra-gourmet recipes, we break down prejudices and bring together vegans, flexitarians and omnivores around the pleasure of eating well! Thanks to Land&Monkeys, adopting a responsible diet becomes accessible... and addictive! More than a local shop, Land&Monkeys is THE first bakery with a positive impact for the planet and all living things!

OUR AMBITION

BECOME
THE LEADER OF
PLANT-BASED
BAKERY
IN FRANCE AND IN
EUROPE.



We believe that plant-based will be the standard of tomorrow's bakery. Land&Monkeys is the possibility of considering now the future of food. Our ambition is to open in the main French and European cities by 2024 to popularize and standardize plant-based diet among as many people as possible. With 6 establishments in Paris at the end of 2022, we plan to open 20 locations the end of by 2024, 50 by the end of 2027 and to continue our development at a rate of 10 openings per year until eventually reaching 100 stores in France and Europe.



OPENING AREAS

City centers and train stations Ideal surface 200m² including terrace Extraction diameter 400mm



DEVELOPMENT PROSPECTS IN FRANCHISE

100 points of sale in major European cities of +200K inhabitants

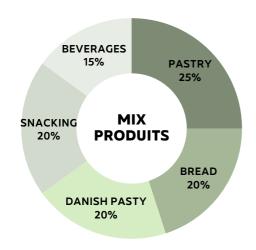
BUSINESS DETAILS

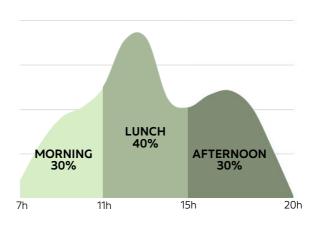




OUR SERVICES

CONTINUOUS SERVICE
OPEN 6 DAYS A WEEK OR 7 DAYS A WEEK
ON-SET SERVICE
TAKEAWAY & DELIVERY
LOYALTY PROGRAM







TURNOVER ex. tax 25K€/ WEEK



AVERAGE TICKET 7,16€ incl. tax



TRAFIC 500 CLIENTS/DAY

LAND&MONKEYS KEY FIGURES

CONTRACT DURATION
7 YEARS

72%
GROSS MARGIN

1,2M€

AVERAGE YEARLY

REVENUE*

TARGETTED POS OPENINGS 20 BY 2024 50 BY 2027

200 M²
IDEAL SURFACE

600K€
INITIAL
INVESTMENT**

150K€

MINIMUM

CONTRIBUTION

30K€
ENTRY FREES
PER POS

6%
ROYALTIES

OUR HISTORY

LAND&MONKEYS IS AN INCREDIBLE CHANCE TO WRITE A NEW CHAPTER OF GASTRONOMY.

- RODOLPHE LANDEMAINE



Land&Monkeys bloomed in 2018 in the mind of Rodolphe Landemaine, French pastry chef and entrepreneur. Having become vegan in 2014, Rodolphe began to dream of tomorrow's bakery: more respectful, less carbon, more resilient... and with one imperative: the taste must be even better! In 2020, after 2 years of R&D, the first Land&Monkeys bakery opened in Paris in the heart of the Marais. On the menu, all the essentials of pastry baking, in 100% plant-based versions, that is to say without butter, milk, cream or eggs.

LONG TERMS

100 points of sale in France and foreign countries

END OF 2024

20 openings in France and foreign countries

SEPTEMBER 2022

Opening of the second Land&Monkeys Franchise shop in La Défense

APRIL 2021- **AUGUST 2021**

Opening of 3 additional <u>locations</u> in Paris

END OF 2027

50 openings in France and foreign countries

MARCH 2023

Participation at the Paris Franchise Expo And official launching of Land&Monkeys Franchise

JUNE 2021

Opening of the first Land&Monkeys Franchise shop in Paris

FEBRUARY 2020

Opening of the first Land&Monkeys bakery in Paris





THE BASICS OF BAKERY & PASTRY RELEASED IN 100% PANT-BASED AND GOURMET VERSIONS

ORGANIC AND CONTEMPORARY BREADS - NOMADIC CAKES - SEASONAL PASTRIES - BRIOCHES AND VIENNOISERIES - SANDWICHES - QUICHES - SALADS - HOT DISHES - COLD DRINKS & BARISTA - BRUNCH

Land&Monkeys addresses a growing demand for gourmet, responsible, nomadic and accessible food all at ounce. Baguette, croissant, cookie and sandwich, all the essentials of bakery-pastry are offered in a 100% plant-based version, in practical formats to take away or eat on the go and at more affordable prices than in restaurants. Our assortment of products is aimed at foodies & consumers concerned about reducing their environmental impact....but without depriving themselves!

OUR KNOW-HOW

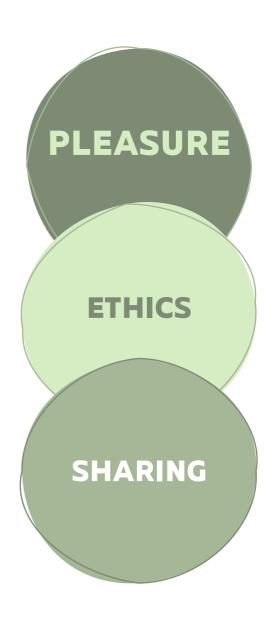
WE HAD TO START FROM A BLANK PAGE AND REWRITE THE RECIPES FROM A ALL NEW PANTRY



2 years of R&D have been necessary for Rodolphe Landemaine and his team to deconstruct their academic knowledge and rewrite all the recipes from a new commissary: Thus a tailor-made margarine based on palm-free vegetable oils came to replace butter, vegetable milks to replace cow's milk and creams, and potato and flax protein to replace eggs... but make no mistake: It's not just about substituting ingredients, it's all the steps manufacturing - from kneading to cooking - which had to be redesigned as a whole!

OUR VALUES





At Land&Monkeys, having pleasure is what's at stake! It is the search for indulgence that guides us everyday in the development of our recipes and in the way we treat our customers. We believe that this pleasure is all the more rewarding when it is based on a sincere eco-responsible charter throughout our value chain. This knowhow and these values, we are now keen to share them with our future franchisees to continue to sow the seeds of a more sustainable food system!





100%
PLANT-BASED
INGREDIENTS



ORGANIC & LOCAL FLOURS



PALM FREE INGREDIENTS



LOCAL &
SEASONAL
FRUITS &
VEGETABLES



O PLASTIC PACKAGING



SORTED &
COMPOSTED
ORGANIC WASTE



REVALUED & REDISTRIBUTED UNSOLD ITEMS



1% OF REVENUE DONATED TO ASSOCIATIONS

BAKERY GUESTHOUSE

MORE THAN
LOCAL STORES,
OUR VENUES ARE
PLACES WHERE
WE ARE PROUD TO
WELCOME OUR
CUSTOMERS
AS REAL GUESTS.



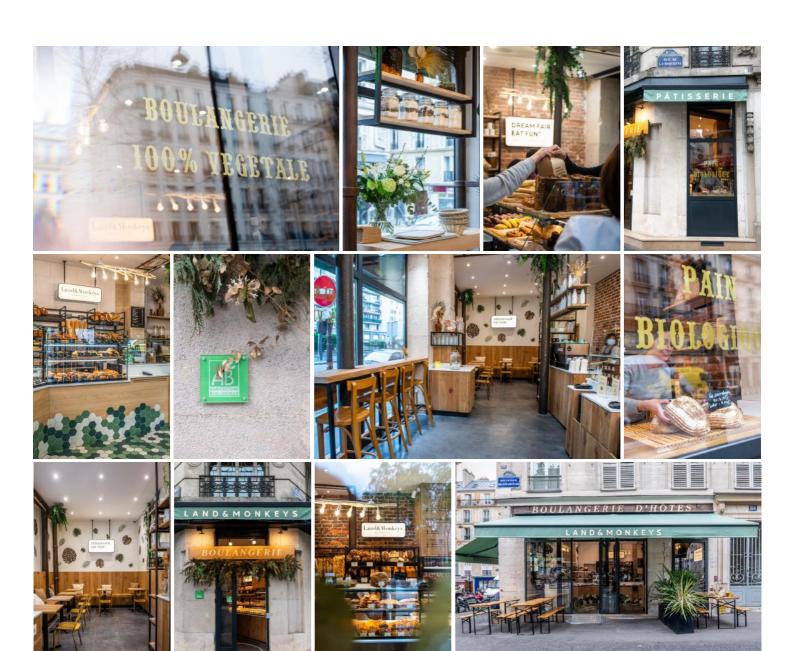
OCCUPY THE LOCATION. Each Land&Monkeys store is unique and is part of the history of the place it inhabits. Willing to reduce our footprint at each level of our activity, we design our architectural charter based on the discoveries offered by the buildings and the original materials. Vintage and cosy with a vegetal touch, our shops offer a soothing and « feel good » atmosphere like an oasis in the city. A neighbourhood address for regulars and a destination for foodies, the Land&Monkeys concept is available in different formats, with or without a bakery to best adapt to each environment.

A NATURAL, MINERAL AND VEGETAL DECORATION

RED BRICKS
QUARRY STONES
ROUGH OAK
CAST IRON COLUMNS
CANOPY
WAXED CONCRETE

INSIDE-OUT
PLEASURE
CONVIVIALITY
VINTAGE FURNITURE
CLEAR AND SOOTHING
SHADES

JUNGLE ATMOSPHERE NATURAL PLANTS DRIED FLOWERS FREE ACCESS WATER MUSICAL ATMOSPHERE FREE ACCESS RECHARGE AND WIFI







LAND&MONKEYS
OFFERS
PERSONALIZED
SUPPORT TO
EACH OF ITS
FRANCHISEES.

- ASSISTANCE IN PREMISES SEARCHING AND FUND RAISING
- PROVISION OF THE ARCHITECTURAL CONCEPT
- WORK CONDUCT ASSISTANCE
- SUPPORT FOR ADMINISTRATIVE PROCEDURES
- RECRUITMENT ADVISING
- TRAINING PROGRAMS
- **OPENING ASSISTANCE**
- REGULAR VISITS TO YOUR SHOP
- POS SOFTWARE AND OPERATIONAL MANUALS
- A CERTIFIED NETWORK OF SUPPLIERS
- SUPPLY OF FINISHED AND SEMI-FINISHED PRODUCTS

THE JOURNEY

5 TO 6 MONTHS TO VALIDATE THE PROJECT AND PREMISE SEARCHING 5 TO 6 MONTHS AS OF IDENTIFICATION OF THE PREMISE



First meeting & Study of the project



Sharing of concept brochure and figures



Immersive day in Paris shop



(5)

Signature of the Reservation contract



Signature of precontractual information document



Assistance in the premise and fund searching



7

Shop construction



9



Signature of the Franchise Contract

Pre-opening visit



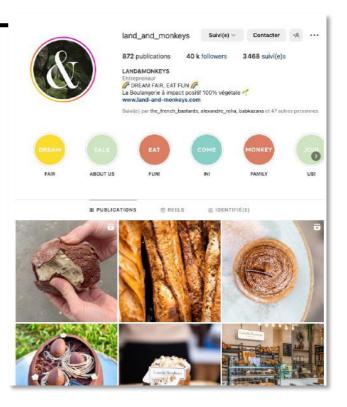
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Official opening!

THEYLIKE US!



"AN ATYPICAL NAME FOR A BAKERY-PASTRY, A WARM DECOR, A BUSY SHOWCASE OF PRODUCTS THAT SMELL HOMEMADE. IT DIDN'T NEED MORE TO TRY ME "



"ABSOLUTE CLASS FROM A TO Z. FINE AND DELICIOUS. I AM AMAZED BY THIS BLEND OF TRADITIONAL EXCELLENCE WITH THIS SOCIETAL AVANT-GARDISM THAT REALLY TAKES INTO ACCOUNT RESPECT FOR ANIMALS, THE ENVIRONMENT AND THE HEALTH OF CITIZENS. "

"100% VEGAN, VERY GOOD AND REASONABLE PRICES.. HOPE THIS SERVES AN EXAMPLE FOR OTHERS WHO THINK YOU CAN'T ASSOCIATE GOOD FOOD WITH THE PROTECTION OF ANIMALS AND THE ENVIRONMENT.."

"I LOVE THIS BAKERY. THE PRINT OF A TRADITIONAL BAKERY BUT EVERYTHING IS VEGAN. SPECIAL MENTION FOR THE MONKEY COOKIE AND THE PLAIN BRIOCHE! »

THEY TALK ABOUT US!





france • 2













Femme actuelle









COSMOPOLITAN



LAND&MONKEYS

3RD PRICE AT THE FRANCHISE

REVELATIONS 2023

ORGANISED BY FRENCH FRANCHISE FEDERATION

OUR LOCATIONS

LAND&MONKEYS BEAUMARCHAIS

86 Bld Beaumarchais 75011 Paris

LAND&MONKEYS PERNETY

85 rue Raymond Losserand 75014 Paris

LAND&MONKEYS ROQUETTE

158 rue de la Roquette 75011 Paris

LAND&MONKEYS AMSTERDAM

54 rue d'Amsterdam 75009 Paris

LAND&MONKEYS TURENNE

2 rue de Turenne 75004 Paris

LAND&MONKEYS INDEFENSE

2313 bld de la Défense 92000 Nanterre

OUR PARTNERS









YOUR CONTACTS



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