

符豆卜 大 過橋米線

莫耳

土

譚仔

山小喇

麻辣之耳

大白之肉

先

土匪雞翼

清演

譚仔

而旦

兒

蛋

實

小

譚仔雲南米線

譚仔三哥  
TAMJAI SAMGOR



用辣椒養大隻

原創獨創

人眼都跟唔到

High High

三分做事 七分做人

味

辣

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戀

人

對員工唔好由上面望

最緊要您

覺得口味

三哥

TAMJAI SA

實小勒凍鏈

要人眼

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# Offering Summary

<b>Issuer</b>	Tam Jai International Co. Limited
<b>Place of Listing</b>	Main Board of The Stock Exchange of Hong Kong Limited
<b>Stock Code</b>	2217
<b>Offering Structure</b>	335,008,000 Shares <i>(subject to the Over-allotment Option)</i> <ul style="list-style-type: none"><li>- 90% International Offering <i>(subject to reallocation and Over-allotment option)</i></li><li>- 10% Hong Kong Public Offering <i>(subject to reallocation)</i></li></ul>
<b>Offer Price Range</b>	HK\$3.33 - HK\$4.17
<b>Sole Sponsor</b>	 國泰君安國際 GUOTAI JUNAN INTERNATIONAL
<b>Joint Global Coordinators, Joint Bookrunners &amp; Joint Lead Managers</b>	 國泰君安國際 GUOTAI JUNAN INTERNATIONAL
<b>Joint Bookrunners &amp; Joint Lead Managers</b>	 Daiwa Capital Markets
	 中國通海證券 CHINA TONGHAI SECURITIES
	 農銀國際 ABC INTERNATIONAL
	 CICC 中金公司
<b>Expected Timetable</b>	
<b>Public Offering</b>	9:00 a.m. on 23 Sep 2021 (Thu) – 12:00 noon on 28 Sep 2021 (Tue)
<b>Price Determination Date</b>	On or around 28 Sep 2021 (Tue)
<b>Listing Date</b>	7 Oct 2021 (Thu)



# Agenda

- **Company Overview**
- **Investment Highlights**
- **Business Development Strategies**
- **Financial Highlights**
- **Appendix: Shareholding Structure,  
Financial Information & Industry Overview**

走田而符豆卜勿演而土匪雞翼抓餃牙  
 大譚仔走餃菜麵懶肉旦譚仔辣之耳  
 白之肉佳肉肉凍鍊茶過橋米線實小喇

## COMPANY OVERVIEW

香麻  
 辛辣



原創獨創  
 High High  
 三分做事 七分做人

跟都跟唔到

特辣  
 加辣



TAMJAI SAMGOR  
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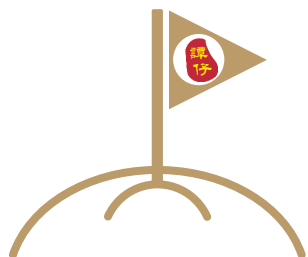
辣之戀人

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對員工唔好由上面望落嚟!

# Tam Jai International at a Glance



Founded in  
**1996**



No. 1 Asian Noodle  
Specialty Restaurant  
in Hong Kong, with  
**64.4% Market Share\***



Operating under **2**  
Well-known Brands



**156 Restaurants\*\***  
in **3 Markets\*\***  
(Continuously Expanding)



**Fast Casual Segment  
Outpacing**

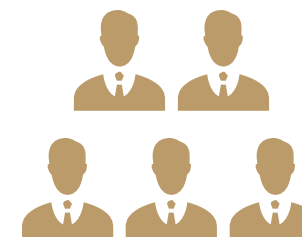
Casual Dining & Quick Services  
Restaurants in Major Markets\*\*\*



Customers Served in FY2021  
**> 30Mn**



**CAGR +7.4%**  
FY2019 - FY2021  
of Revenue under  
COVID Pandemic



**TORIDOLL→**

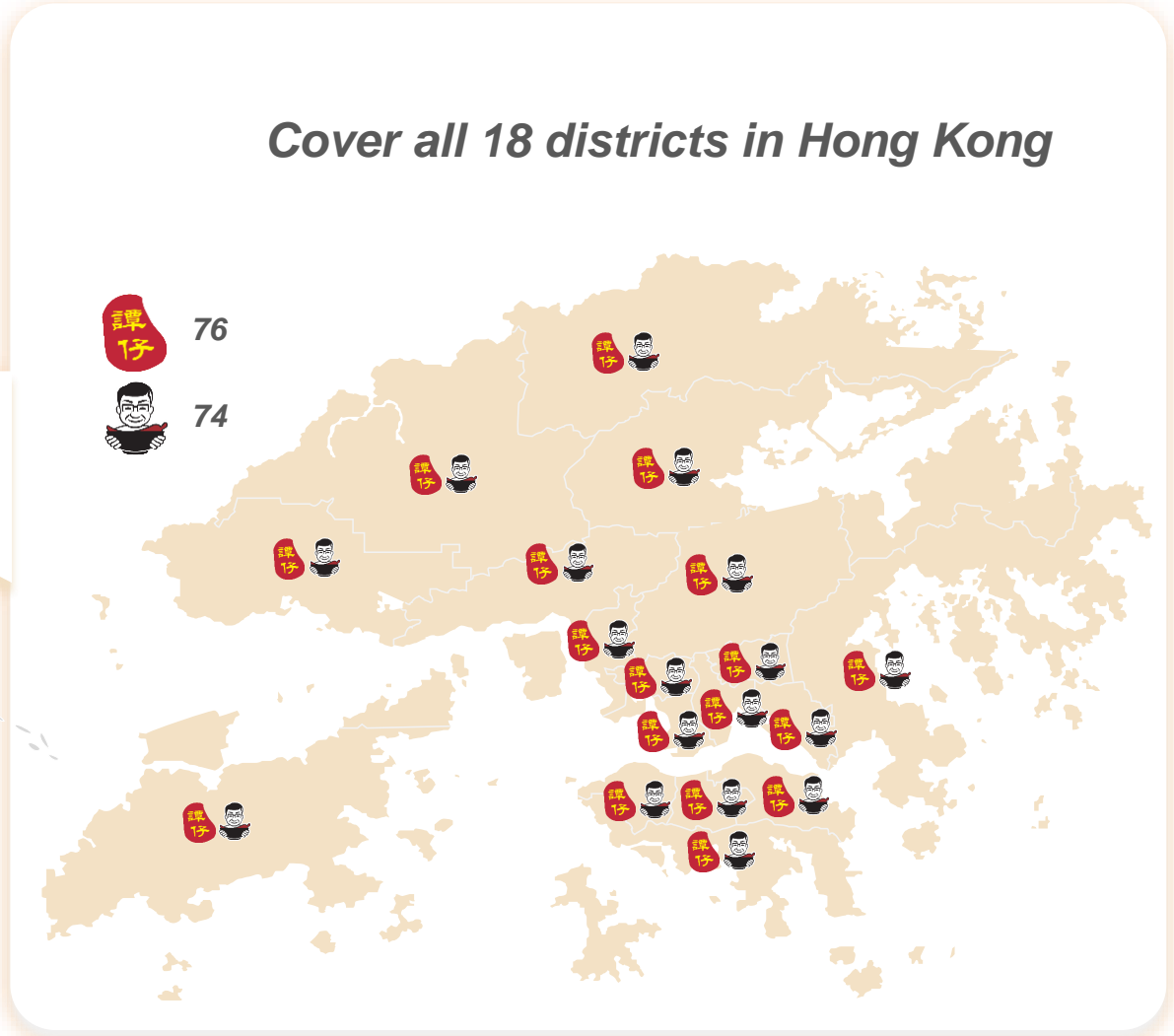
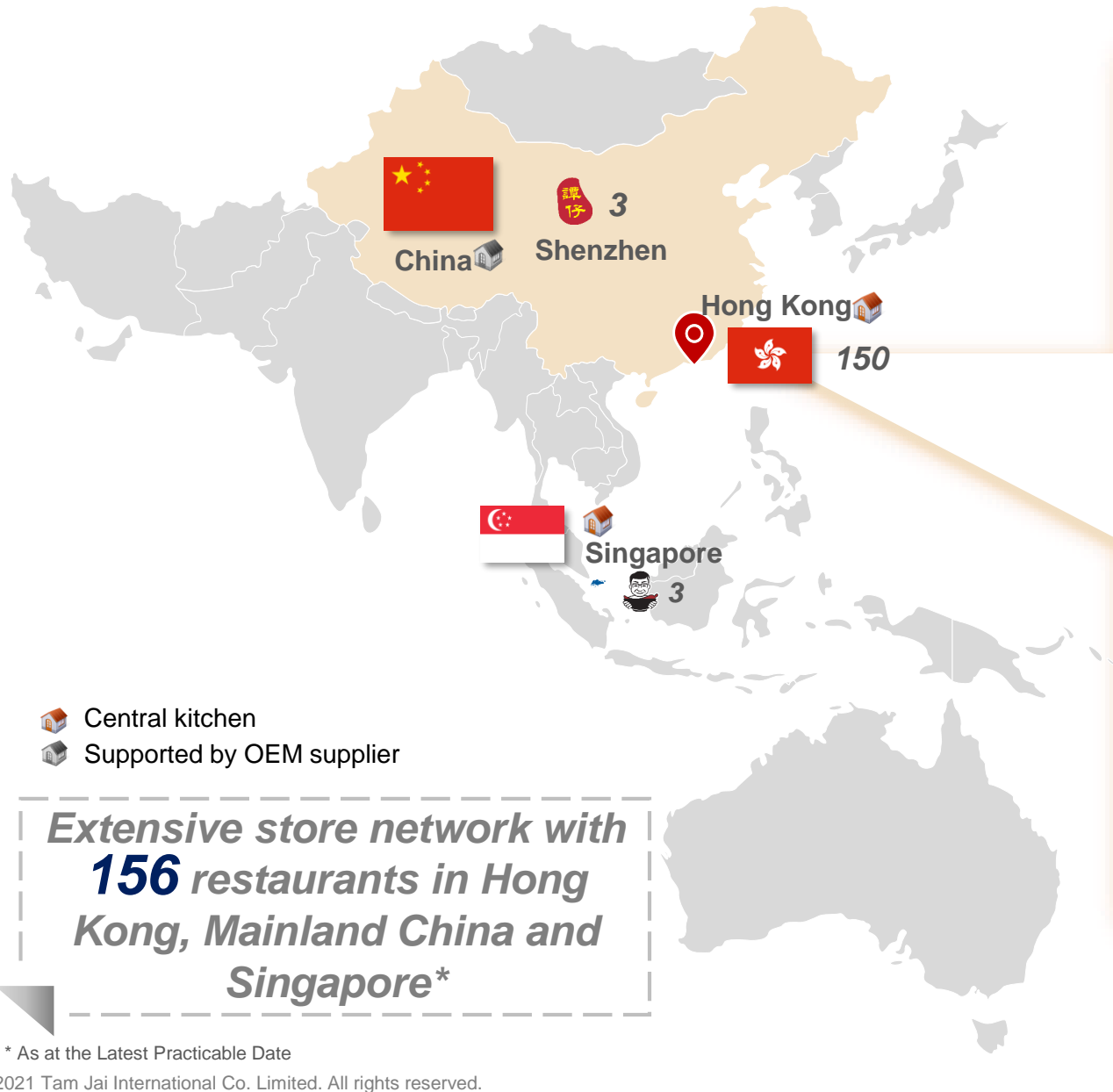
Strong Controlling Shareholder

\* Source: Euromonitor, in 2020

\*\* As at the Latest Practicable Date

\*\*\* In HK, Mainland China, Japan & Australia

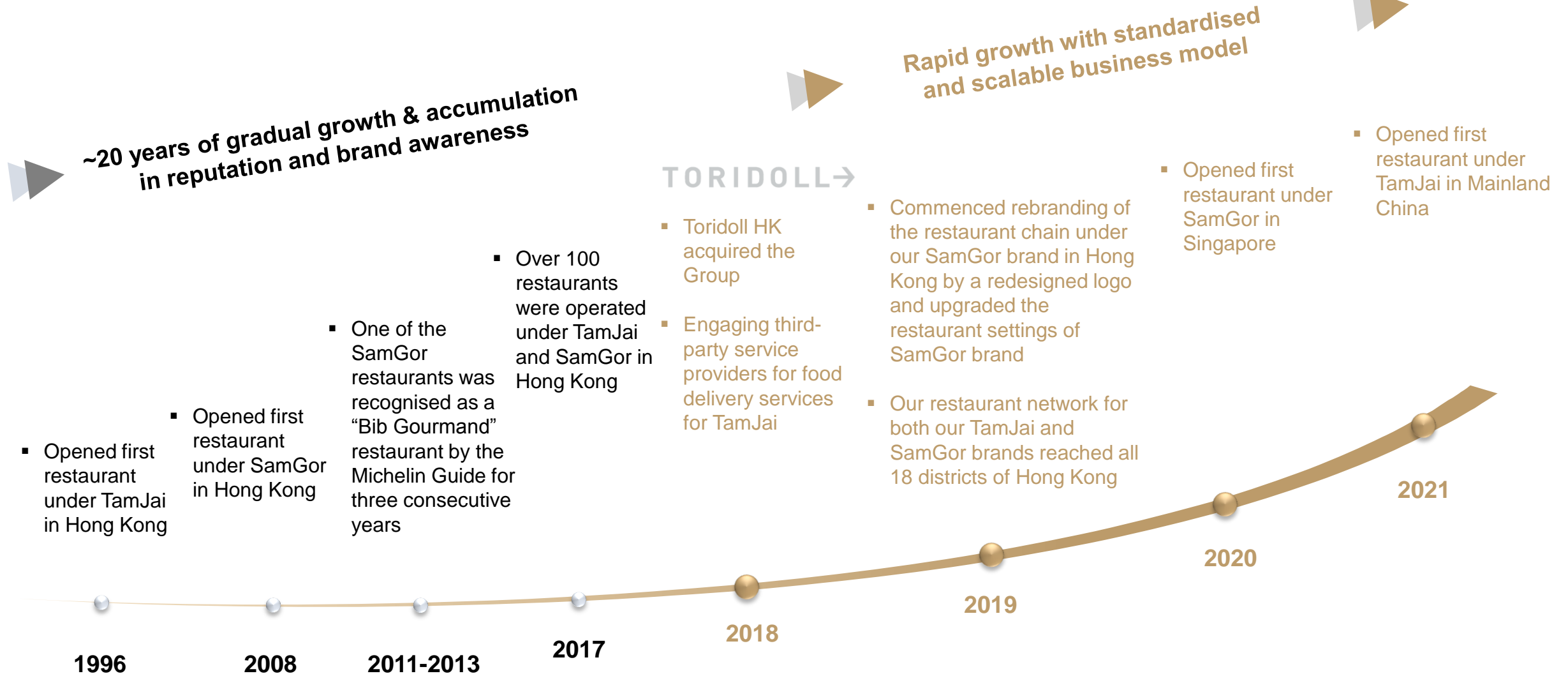
# Well-established Restaurant Network



\* As at the Latest Practicable Date

# History and Background

From street-side noodle stand to multi-nation restaurant chain...





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 白 之 肉 佳 肉 肉 凍 鍊 茶 過 橋 米 線 實 小 喇

## INVESTMENT HIGHLIGHTS

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 High High

跟都跟唔到

特辣  
 加辣



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# Competitive Strengths

1

Pioneer in the Mixian Market in HK with Strong Brand Recognition

2

Popular New Generation Comfort Food with Distinctive Flavours

3

Highly Standardised and Scalable Business Model Facilitates Future Growth

4

Resilient Business Model Amidst Challenging Times

5

Experienced & Professional Management Team

# Pioneer in the Mixian Market in HK with Strong Brand Recognition



## Pioneer of Asian Noodle Specialty Restaurant Chain with Dominant Market Position in Hong Kong



**No. 1** among Asian noodle specialty restaurants in HK  
Market share: **64.4%\*\***

**No. 2** among Fast casual restaurants in HK  
Market share: **10.0%\*\***

**No. 3** among casual restaurants in HK  
Market share: **4.0%\*\***

### Our Awards & Achievements

**Bib Gourmand**  
Michelin Guide  
Bib Gourmand  
2011 - 2013

香港星級品牌  
Hong Kong Star  
Brand Award  
2015 - 2019

Hong Kong  
Famous Brands  
Award  
2018 - 2019

Market  
Leadership  
Award  
2018

香港服務名牌  
HONG KONG TOP  
SERVICE BRAND  
Hong Kong Top  
Service Brand  
2019 - 2020

Consumer  
Caring Company  
2015 - 2017

Quality Tourism  
Services  
Accreditation  
2015 - 2019

MARKIES  
Awards 2021

Caring Company  
2014 - 2020

\* As at the Latest Practicable Date  
\*\* Source: Euromonitor, in 2020, in terms of revenue

# Popular New Generation Comfort Food with Distinctive Flavours



Distinctive Flavours and Secret Recipes Popular for 20+ Years



## Personalised & Customised Menu Gourmet Experience

- Countless possible mix and match combinations with choice of:
  - 5+ types of soup base
  - 10 levels of spiciness
  - 20+ kinds of topping
  - Signature snacks



## Healthy & Stomach Comforting Choice of Food

- Popular alternative choice of staple food
- Gluten-Free
- Healthy type of noodles
- Comforting to Stomach



## Attractive for Younger Generation

- Value for money
- Favoured by various customers from all walks of life
- Attractive for new & younger generation of consumers



## Originality & Innovative Menu Development

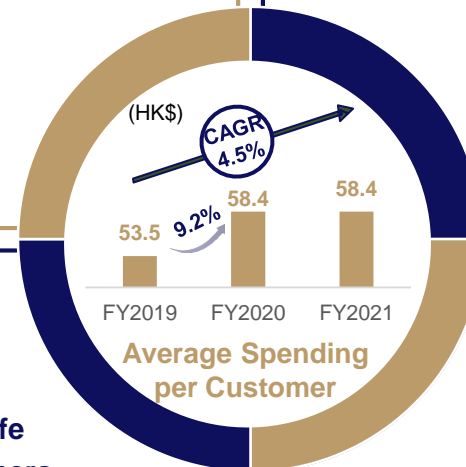
- Continuously develop new menu items
- Maintain freshness of brands & achieve higher average spending per customer



Crisp grass carp



Fish maw





# Highly Standardised and Scalable Business Model Facilitates Future Growth

## Highly Standardised and Scalable Business Model...



### Standardised in-store Food Preparation Process

- ✓ Simple steps, low skills required
- ✓ High products consistencies



### Tailor-made Cooking Equipment

- ✓ Achieve desired standards in a controlled manner
- ✓ Improve food prep efficiencies



### Central Kitchens

- ✓ Control of Proprietary Recipes, upstream cooking processes
- ✓ Economies of scale

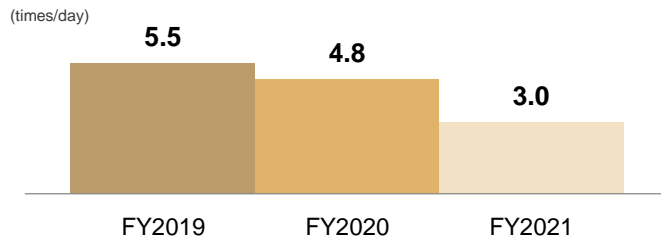


### Centralised Procurement

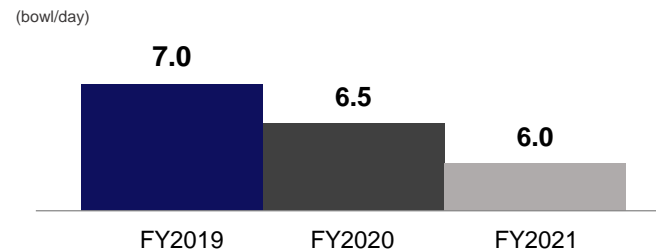
- ✓ Authorised suppliers with stable supply
- ✓ Avoid specifications variances

## High Seat Turnover & Daily Bowls Served

Average seat turnover rate (excluding takeaway & delivery orders)



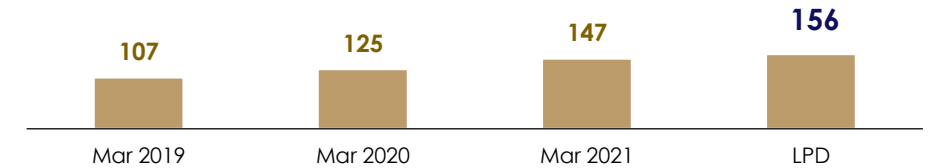
Average bowls served per seat per day



Impact of COVID-19 on dine-in orders was to a large extent mitigated by the increase in takeaway and delivery orders

## ...Facilitates Future Growth

### Fast Growing # of Restaurants



### Shorter Breakeven and Investment Payback

(Months)	Breakeven Period	Investment Payback Period
譚仔雲南米線	1-5	6-19
譚仔三哥	1-3	4-19

### Support Oversea Expansion

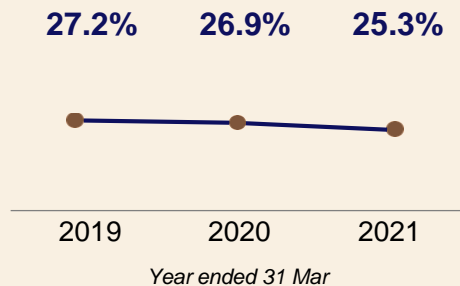


# Resilient Business Model Amidst Challenging Times

## Efficient Operation



- **Strive for close to ZERO wastage**
  - All food are cook to order, no standing cooked food
- **Agile manpower management**
  - Flexible work hour
  - Hourly pay
- **Gradual decreasing restaurant staff cost\* as a % of sales**



\* Exclude costs arising from headquarters and central kitchen

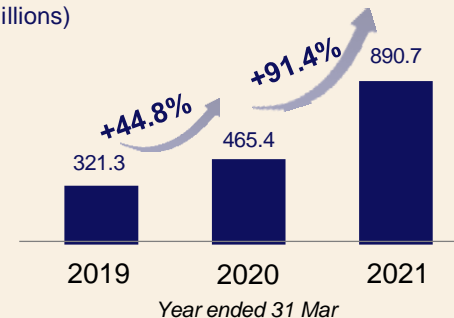
## Suitable for Takeaway & Delivery



- **Less Impacted By COVID-19**
  - Our food equally enjoyable for both Dine-in & Take-away, with same quality
- **Kitchen and equipment fits both Dine-in and Takeaway businesses**
  - Kitchen throughout could be easily adjusted from Dine-in to Takeaway with no major layout changes
- **Simple & Quick Food Preparation**
  - Able to capture more sales during peak time

### Takeaway And Delivery Orders Grew Due To COVID-19 Outbreak

(HK\$ In Millions)



## Extensive Restaurant Network



- **Consumers Limited To Purchasing In Nearby Restaurant**
- **Extensive Restaurant Network In HK**



**150** Restaurants



Covers All **18 Districts** In HK Island, Kowloon, New Territories

# Experienced & Professional Management Team

## Executive Directors



**Mr. Lau Tat Man, Daren 劉達民**  
**Chairman & CEO**

- Oversees the business development and directions, plans and executes the Group's overall strategies
- Over 32 years of experience in the F&B industry in the Asia Pacific



**Ms. Chan Ping, Rita 陳萍**  
**CFO**

- Oversees the financial affairs
- Over 21 years of finance and accounting experience in the F&B industry



**Mr. Lee Yuk Hang, Benny 李育恒**  
**Senior Group Purchasing Manager**

- Supervises and manages the procurement department and overall procurement functions and supply chain management
- Over 21 years of procurement experience in the F&B industry

## Senior Management



**Mr. Lau Chi Kwan, Rudy 劉次軍**  
**General Manager**

- Oversees the operations of **SamGor** restaurants
- Over 32 years of hospitality experience in the F&B industry



**Mr. Wu Ka Fai 胡家輝**  
**Assistant General Manager**

- Oversees the operations of **TamJai** restaurants
- Over 23 years of experience in the F&B industry



**Mr. Yeung Siu Cheong, Paul 楊少昌**  
**Business Development Director**

- Devises leasing strategies for the HK and overseas operations
- Over 26 years of business development experience in the F&B industry



**Ms. Tam Chui Ying, Miki 譚翠瑩**  
**Senior Business Development Manager**

- Manages the Group's site selection, rental negotiation, lease renewal, relocation and relationship with landlord
- Over 8 years of experience in the hospitality and F&B industries

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 大 譚仔 走 餃 菜 麵 懶 肉 旦 譚 仔 辣 之 耳  
 白 之 肉 佳 肉 肉 凍 鍊 茶 過 橋 米 線 實 小 喇

## BUSINESS DEVELOPMENT STRATEGIES

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 辛 辣



原創 獨創  
 High High

跟都跟唔到



特辣  
 加辣



實小勒 凍鏈茶少田  
 TAMJAI SAMGOR  
 000 大土匪 000

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# Future Growth Strategies

Efficient and  
Scalable Model



Customisable and  
Distinctive Product

*Expansion of Restaurant Network &  
Establishment of Central Kitchen*

*Expand & Establish Central Kitchen*

*Brand Building & New market Entry*

*Drive Same Restaurant Revenue Growth*

*Introduce New and Premium Toppings*

*Enhance Suggestive Selling & Local Marketing*

*Enhance Customer  
Experience and Satisfaction*

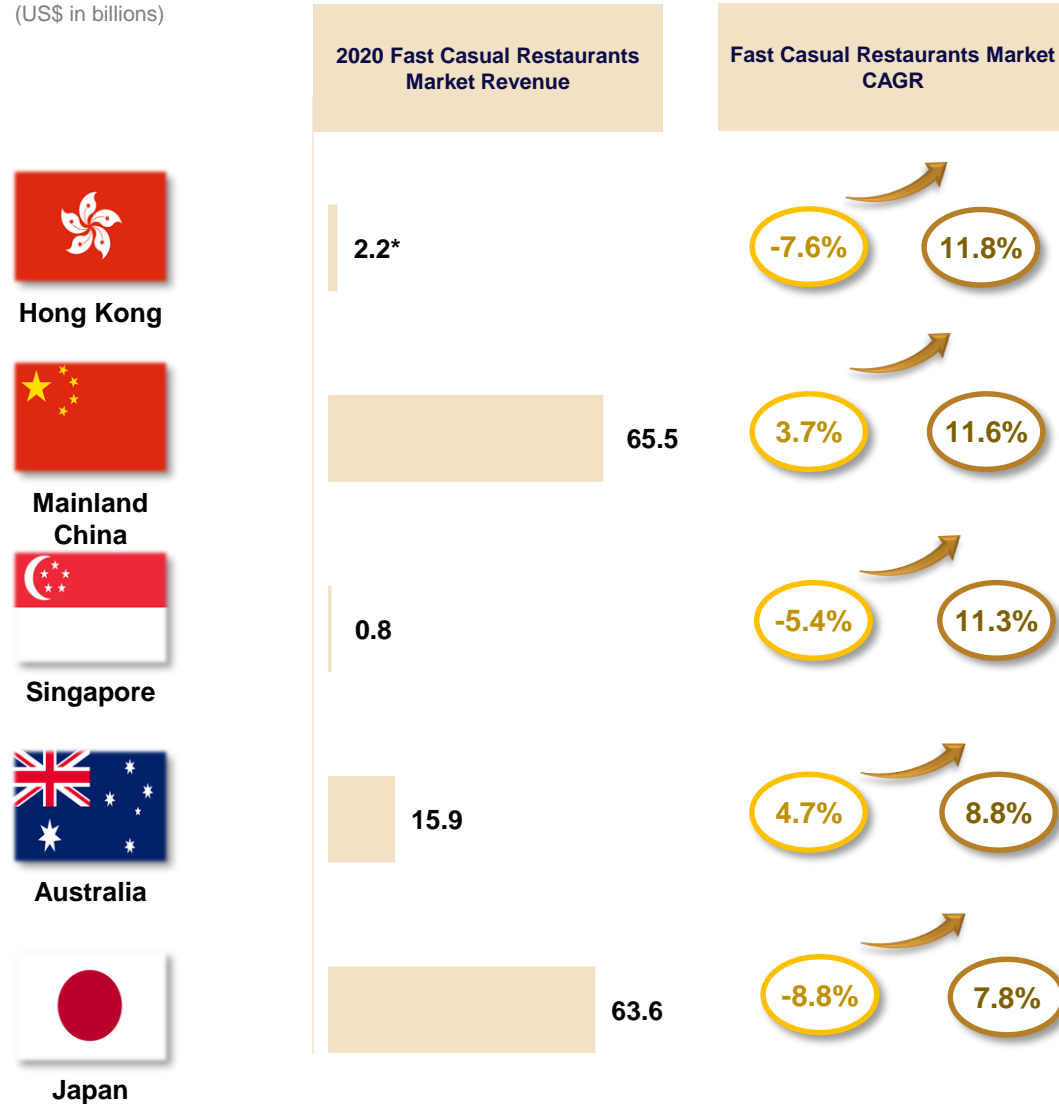
*Enhance efficiency through Digitalisation*

*Restaurant Refurbishment*

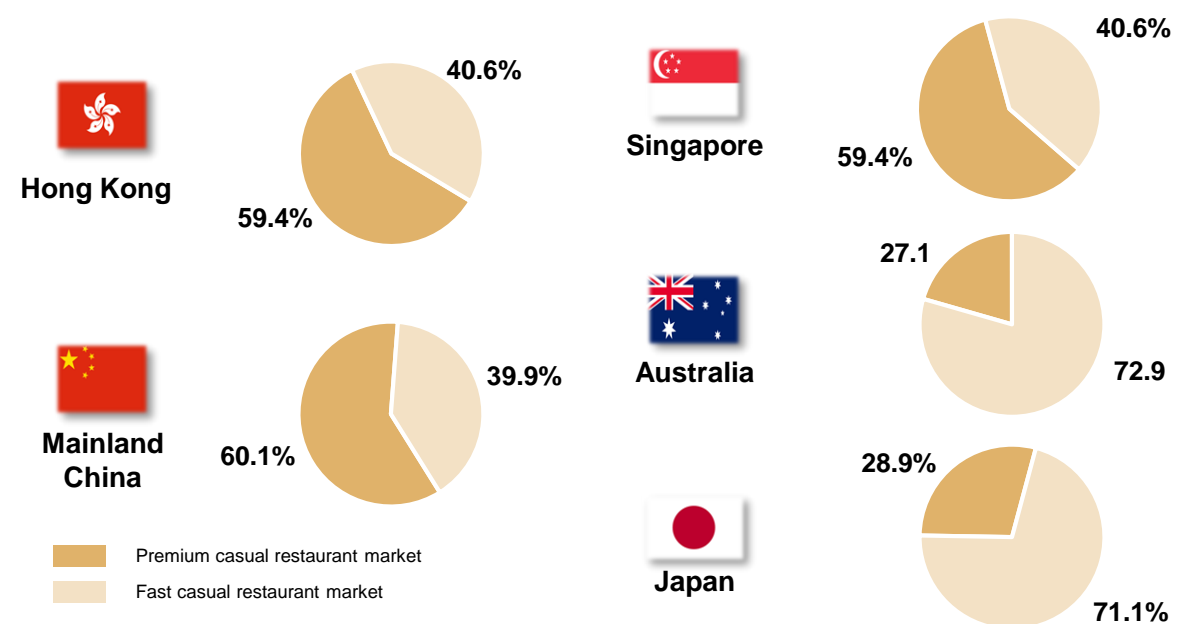
# Our Market Opportunity

## Large Addressable Food Service Market

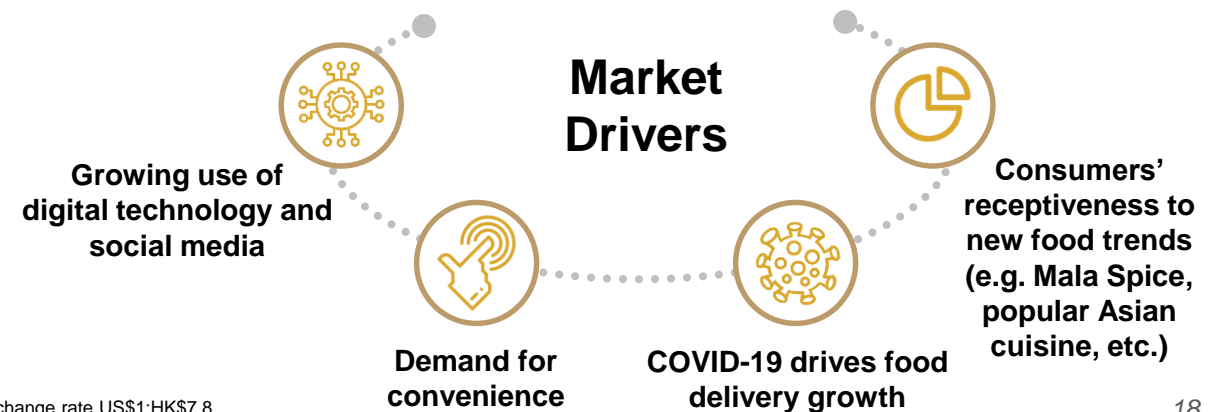
(US\$ in billions)



## Global Casual Market Comparison in 2020








## Key Trends and Opportunities







# Restaurant Network Expansion Strategy

Continue to expand restaurant network in existing markets, including Hong Kong, Mainland China and Singapore, and gradually expand into the international markets including Japan and Australia, targeting to reach **300+ restaurant by Mar 2024**





Location	Brand	No. of restaurants expected to be opened by 31 Mar		
		2022	2023	2024
 Hong Kong	 (in approximately equal portion)	14	14	10
 Mainland China		8	26	37
 Singapore		4	11	9
 Japan		2	8	15
 Australia		-	7	8
<b>Total</b>		<b>28</b>	<b>66</b>	<b>79</b>

## Brand Building & Central Kitchen

### Expansion and Establishment of Central Kitchens

 Expansion	 Establishment
<ul style="list-style-type: none"> <li>Leasing additional space with a GFA of approximately <b>22,000 sq.ft.</b></li> <li>Installing additional production equipment</li> <li>Expansion to support over <b>200 restaurants</b> in or around 2022</li> </ul>	<ul style="list-style-type: none"> <li>Establish a new central kitchen in or near Huizhou, Guangdong Province to support approximately <b>120 restaurants</b> with <b>36,000 sq.ft.</b> in or around 2022</li> </ul>
 Establishment	 Establishment
<ul style="list-style-type: none"> <li>Accommodate more staff and production equipment</li> <li>Establish a new kitchen in or near the East Region to support approximately <b>40 restaurants</b> with <b>5,000 sq.ft.</b> in or around 2022</li> </ul>	<ul style="list-style-type: none"> <li>Establish a new central kitchen in or near Melbourne to support approximately <b>40 restaurants</b> with <b>5,000 sq.ft.</b> in or around 2022</li> </ul>

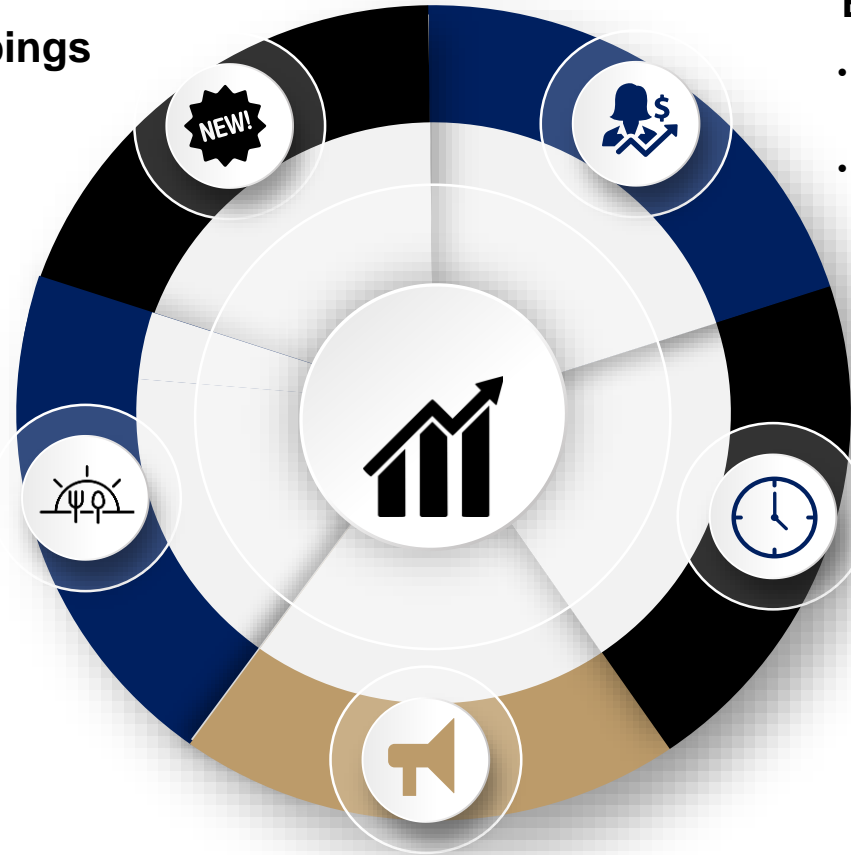
### Brand Building and New Market Entry Promotion

 <ul style="list-style-type: none"> <li>Conduct market survey</li> <li>Identify/understand consumer behaviour</li> </ul>	 <ul style="list-style-type: none"> <li>Launching brand videos</li> <li>Gain international customers through media exposure</li> </ul>	 <ul style="list-style-type: none"> <li>Engage market intelligence, creative, media, PR agencies</li> </ul>	 <ul style="list-style-type: none"> <li>Public relations video</li> <li>Social media contents &amp; engagement</li> </ul>
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# Drive Same Restaurant Revenue Growth

## Introduce new & premium toppings

- Find appealing toppings to improve the portfolio
- Achieve **higher average spending per customer**



## Enhance suggestive selling

- Encourage customers to order more snacks and drinks
- Give regular **training** to frontline staff to enhance their suggestive selling skills and provide **incentive bonus** based on sales performance

## Introduce breakfast

- Only served breakfast at 25 restaurants\*
- Introduce breakfast gradually to other restaurants
- More effectively utilise restaurant sites and other existing resources

## Improve overall efficiency

- Increase peak time output by installing additional operating equipment at restaurants
- Implement an **ordering system** to enhance efficiency in processing **takeaway** orders during **peak time**

## Local restaurant marketing

- Launch promotional offers to celebrate and promote the opening of new restaurants
- Special marketing activities tailored to particular store

\* As at Latest Practicable Date



# Enhance Customer Experience

## Customer Relations through Digitalisation



### Implement CRM system

- Expand customer loyalty programme
- Enhance engagements with customers by understanding their habits



### Mobile ordering / voice ordering system

- Reach wider audience
- Enhance efficiency
- Enhance customer experience and satisfaction
- Interactive and fun experience

## Restaurant Refurbishment



### Refurbish interior design

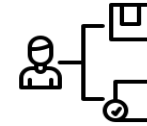
- Keep up with trend to attract/retain customer
- Keep brand young & match target customer preference



### To minimise business impact on refurbishment

- Staff reallocation and leave taking during shop closure
- Structured refurbishment work by stages to shorten the closure time

## Operational Efficiency through Digitalisation



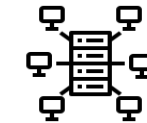
### Implement SCM system

- Structure and strengthen procurement, production, logistics and stock management



### Implement ERP system

- Improve efficiency of report preparation process



### Information Technology Infrastructure

- Implement data management system

# Strong Controlling Shareholder: Toridoll (TYO: 3397)

## Toridoll's Demonstrated Success

### Geographical Reach



1,737 Shops

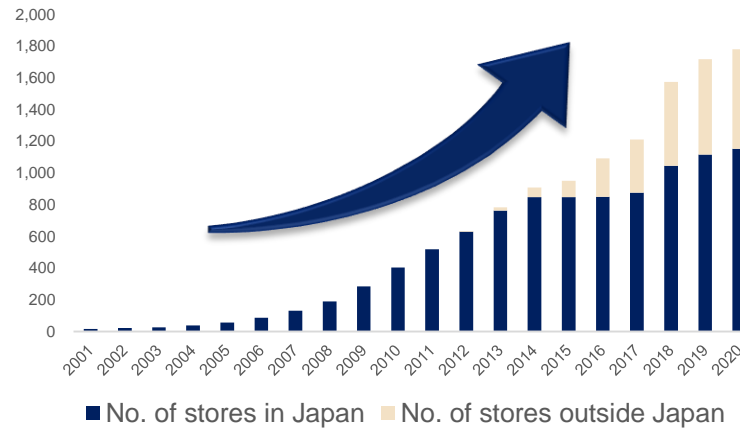


34 Countries & regions

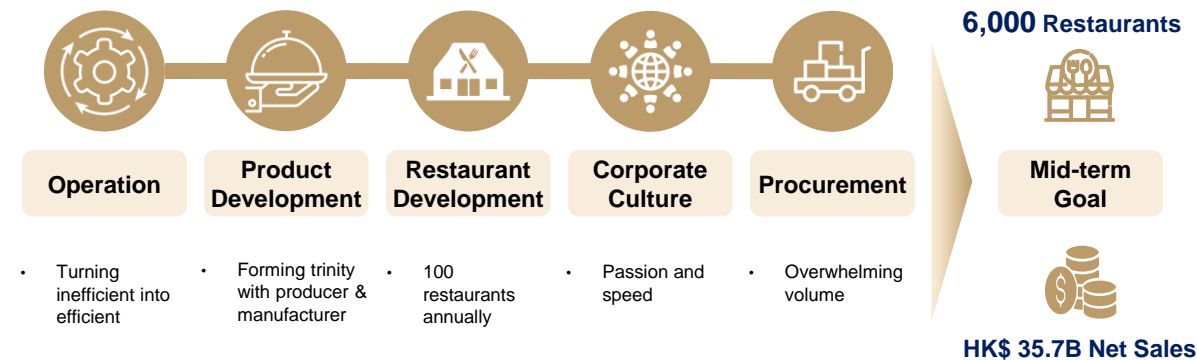
### Brand Portfolios



### Number of Stores



## Toridoll future prospects & strategies



As of May 2021

Source: 1. Toridoll's website: <https://www.toridoll.com/cc/>  
 2. Toridoll's 2020 Annual Report: [https://www.toridoll.com/en/ir/library/pdf/annual\\_report2020.pdf](https://www.toridoll.com/en/ir/library/pdf/annual_report2020.pdf)

## Leveraging Toridoll's knowhow



### Business Consultation

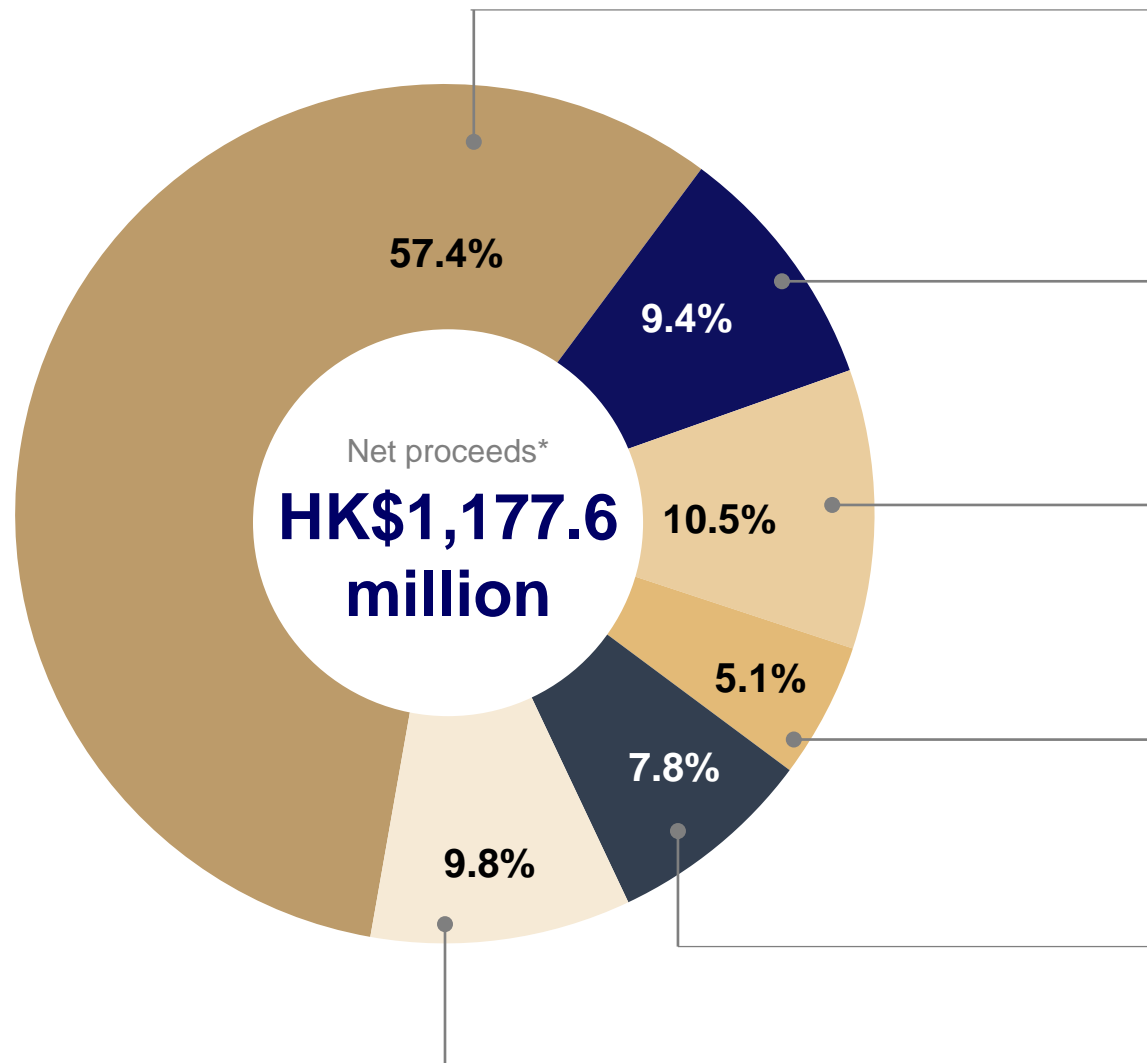
- Assistance in the development of **business strategy**
- Provision of statistic information on **market trends, competitive analysis**, and insights
- Provision of **expertise and knowledge sharing**



### Operations Support

- Facilitate market entry through their **infrastructure and network** on international platform
- Identification and liaison with **landlords**
- Provision of supporting functions such as **HR and administrative services**
- Provision of other **operation related services**

# Use of Proceeds



Expansion of restaurant network in **Hong Kong, Mainland China, Singapore, Japan and Australia**

Expansion of **central kitchen** in **Hong Kong** and establishment of new central kitchens in **Mainland China, Singapore and Australia**

**Refurbishment** of restaurants and **enhancement of operating equipment**

Introducing a **CRM** system, a **voice ordering** system, and an **ERP system** as well as upgrading **IT infrastructure**

**International brand building** and **new market entry promotion**

General corporate purposes and working capital

Net proceeds\*  
**HK\$1,177.6 million**

\* Assuming an Offer Price of HK\$3.75 per Share (being the mid-point of the indicative Offer Price range)

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## FINANCIAL HIGHLIGHTS

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 High High

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實小勒 凍鏈茶少田  
 TAMJAI SAMGOR  
 000 大土匪 000

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三分做事 七分做人

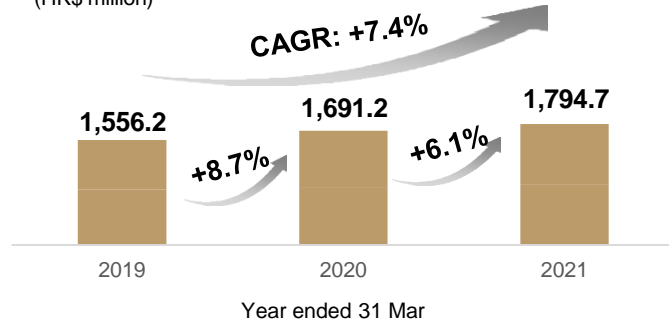
對員工唔好由上面望落嚟!

# Profit or Loss Overview

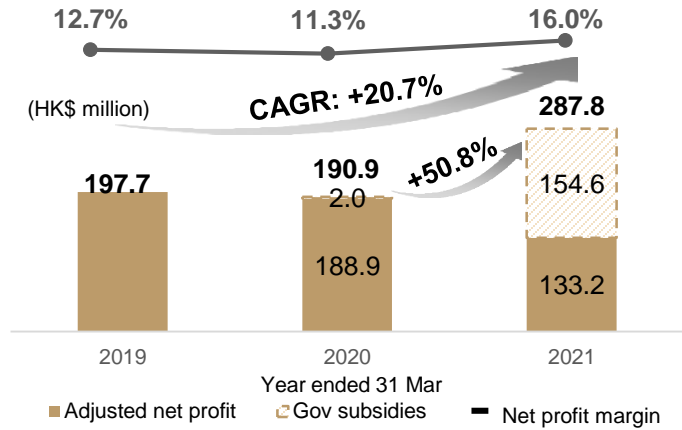
## Revenue

- Maintained revenue growth despite COVID-19, boosted by expansion of restaurant network

(HK\$ million)



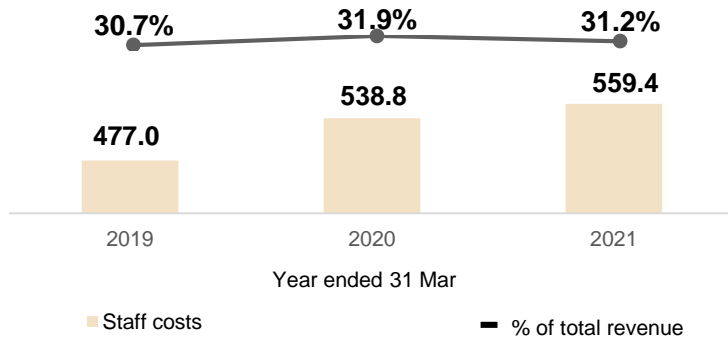
## Net Profit



**Remained profitable, demonstrating resilience despite COVID-19**

## Stable level of staff costs to the revenue\*\*

(HK\$ million)

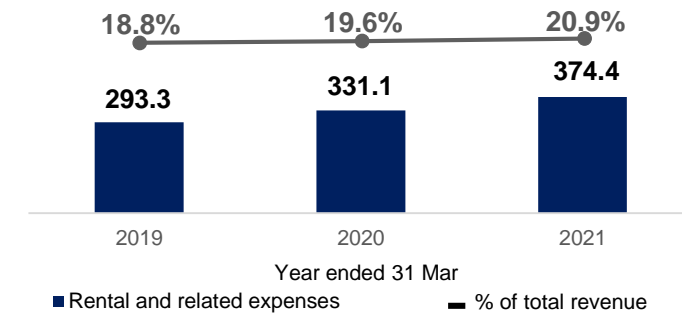


\*\* Group Level Staff Cost

## Rental & Related Expenses^

- Adoption of HKFRS16 gives rise to the depreciation of the right-of-use assets

(HK\$ million)

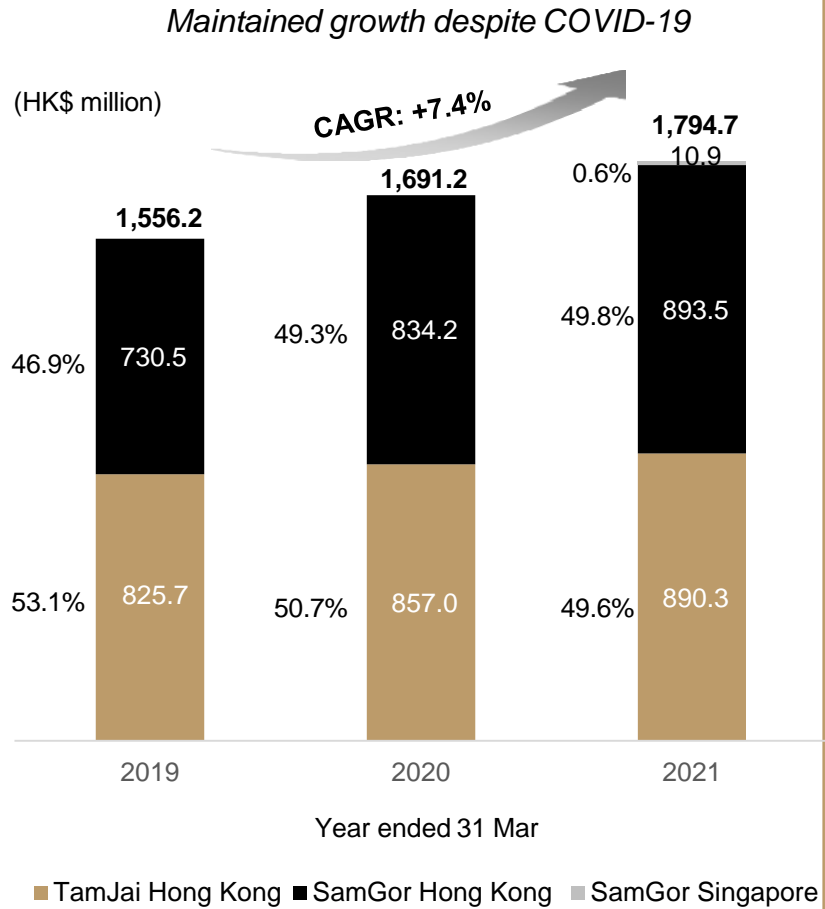


^ Group Level Rental and Related Expenses^ refers to rental and related expenses, depreciation attributable to right-of-use assets and interest on lease liabilities

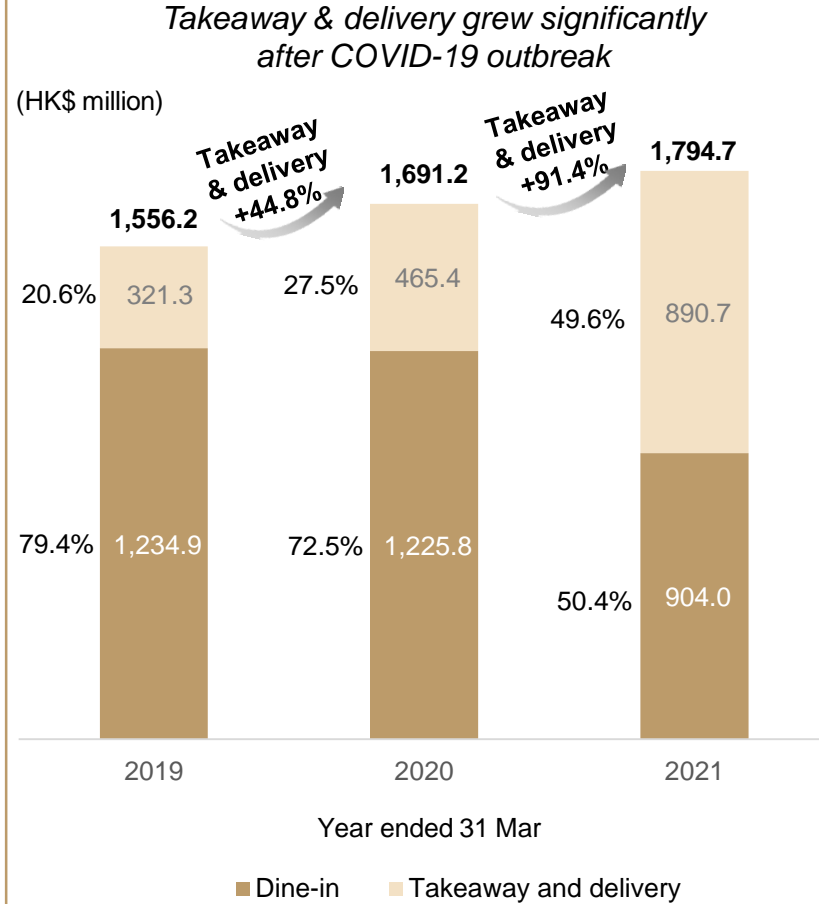


# Revenue Breakdown

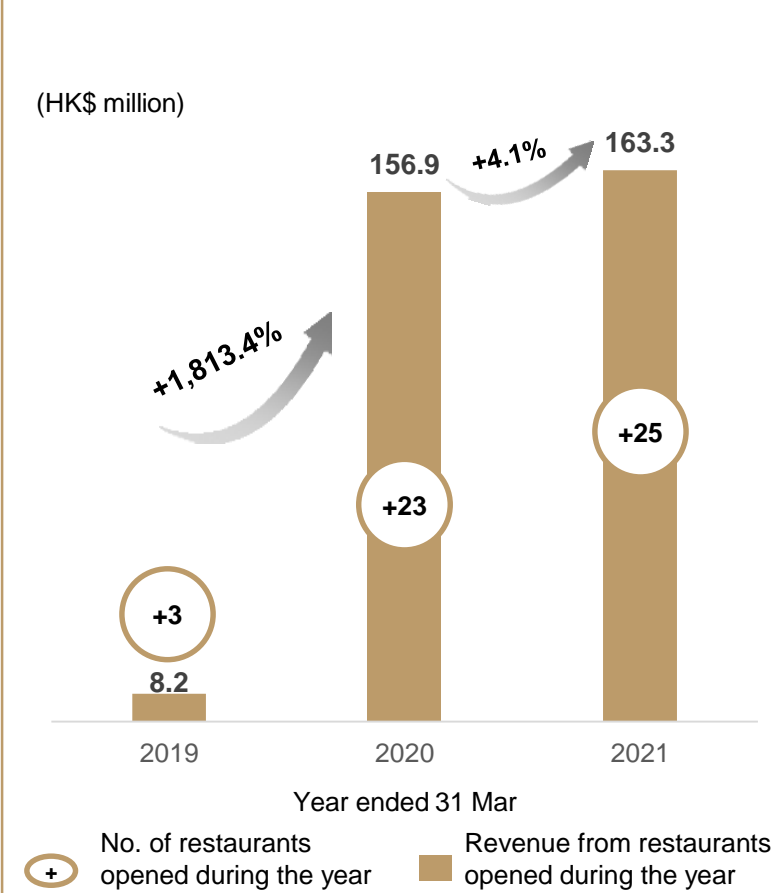
## Revenue (Breakdown by Brands)



## Revenue (Breakdown by Order Type)

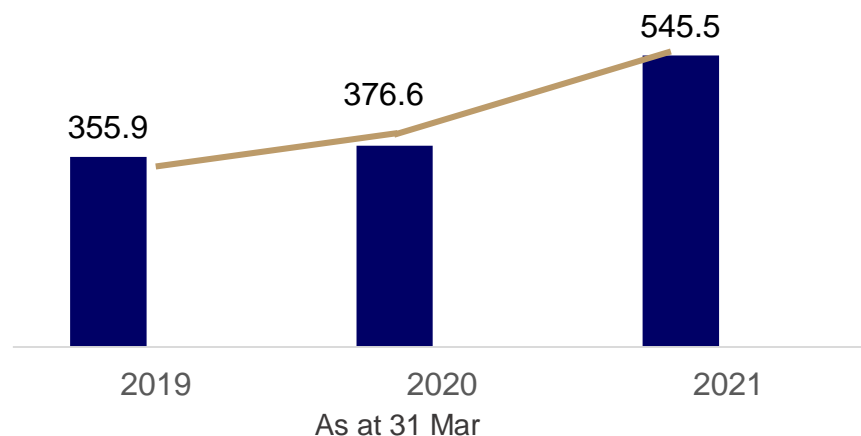


## Revenue from Newly Opened Restaurants

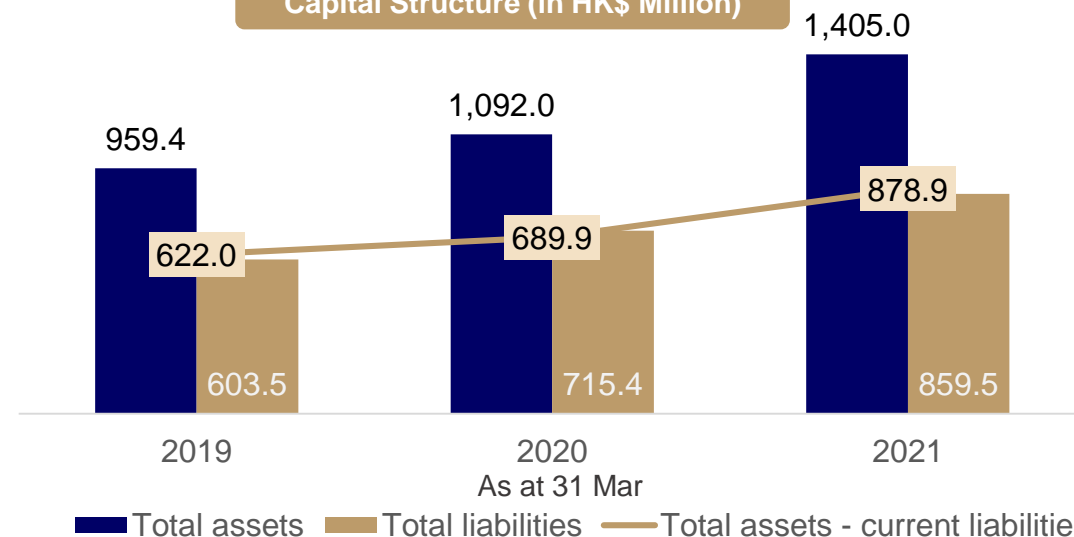


# Financial Position

Net Assets (in HK\$ Million)



Capital Structure (in HK\$ Million)











Key turnover ratios	As at / Year ended 31 Mar		
	2019	2020	2021
Current ratio	1.1	0.9	1.1
Quick ratio	1.1	0.9	1.0
Trade receivables turnover days	0.5	1.1	2.3
Trade payables turnover days	26.2	27.0	32.2

- Operations historically financed through internal resources with quick turnover days
- No current outstanding loans, capital issued or agreed to be issued, debt securities, mortgages, charges, debentures, bank overdrafts, loans or other similar indebtedness

# Healthy Financial Ratio

Key Financial Ratios	Year ended 31 Mar		
	2019	2020	2021
Return on equity	76.9%	52.1%	62.4%
Return on assets	23.1%	18.6%	23.1%
Inventory turnover days	8.8	10.3	11.8

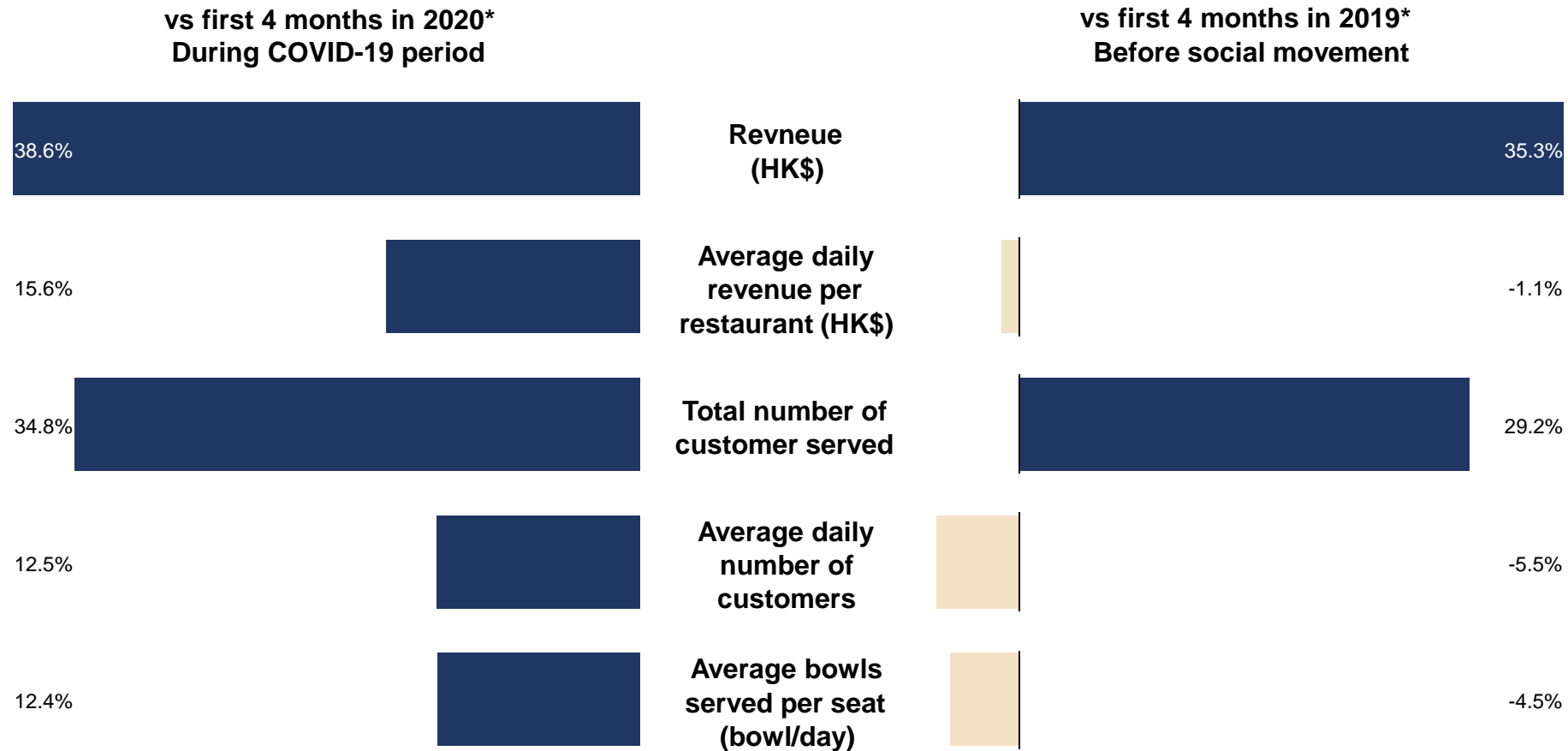
# Key Operating Data

	Year ended 31 Mar		
	2019	2020	2021
<b>Average daily revenue per restaurant (HK\$)</b>			
 譚仔雲南米線	44,848	42,173	37,537
 譚仔三哥	37,935	39,107	37,206
<b>Overall</b>	<b>41,314</b>	<b>40,603</b>	<b>37,369</b>
	Year ended 31 Mar		
	2019	2020	2021
<b>Average spending per customer (HK\$)</b>			
 譚仔雲南米線	55.6	61.6	58.8
 譚仔三哥	51.4	55.5	58.0
<b>Overall</b>	<b>53.5</b>	<b>58.4</b>	<b>58.4</b>
	Year ended 31 Mar		
	2019	2020	2021
<b>Average seat turnover rate (times/day)*</b>			
 譚仔雲南米線	5.0	4.2	2.8
 譚仔三哥	6.1	5.5	3.4
<b>Overall</b>	<b>5.5</b>	<b>4.8</b>	<b>3.0</b>
	Year ended 31 Mar		
	2019	2020	2021
<b>Average bowls served per seat (bowl/day)*</b>			
 譚仔雲南米線	6.3	5.5	5.2
 譚仔三哥	7.8	7.8	7.1
<b>Overall</b>	<b>7.0</b>	<b>6.5</b>	<b>6.0</b>

\* Impact of COVID-19 on dine-in orders was to a large extent mitigated by the **increase in takeaway and delivery orders**

# For the First Four Months ended 31 July 2021 Recovers

**With the expansion of restaurant network and increase in revenue  
Substantially the Same Level or Exceeds Pre-Social Movement & Pre-Pandemic Level**



\* Based on Unaudited management accounts for the four months ended 31 July 2021



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## APPENDIX: SHAREHOLDING STRUCTURE

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 加辣



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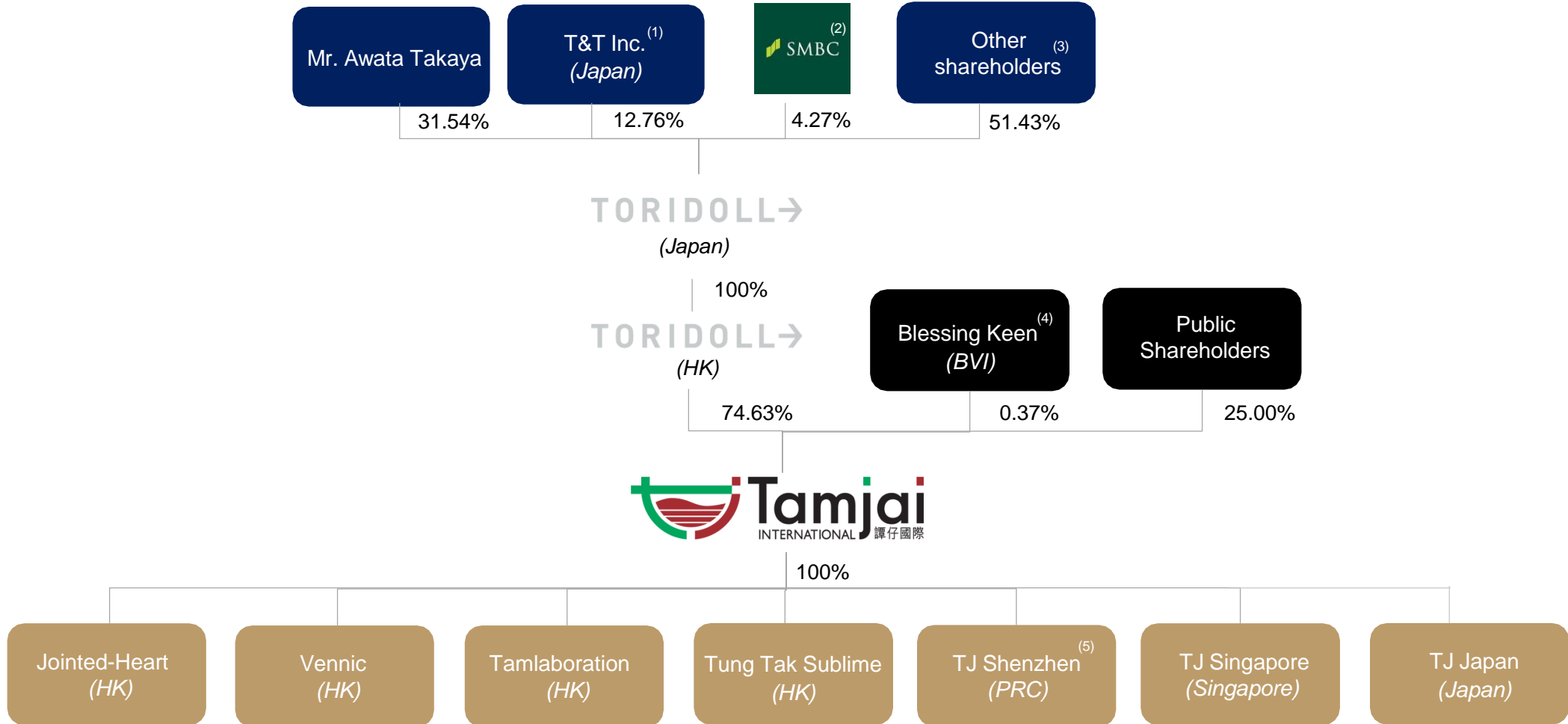


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 TAMJAI SAMGOR  
 000 大土匪 000

辣之戀人

# Shareholding Structure — Post IPO

Shareholdings structure immediately after completion of the Global Offering



(1) T&T is a company established in Japan and controlled as to 40% by Mr. Awata and 40% by Mrs. Awata.

(2) SMBC Bank is the entrusted bank which holds such shares in Toridoll Japan for and on behalf of Mr. Awata, Mrs. Awata and T&T.

(3) To the best information and knowledge of our Directors, other shareholders of Toridoll Japan include public shareholders who held in aggregate approximately 51.43% of the issued shares in Toridoll Japan as at the Latest Practicable Date.

(4) Such Shares are held by Blessing Keen, a direct wholly-owned subsidiary of the Trustee of the Employee Trust established by our Company, on trust for the grantees under the Share Award Scheme. For details, please refer to the paragraph headed "The Employee Trust, the Share Award Scheme and the Share Option Schemes" in this section.

(5) TJ Shenzhen operates four branch offices.

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## APPENDIX: FINANCIAL INFORMATION

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 TAMJAI SAMGOR  
 000 大 土 匪 000

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最 緊 要 您 覺 得 回 味

三 分 做 事 七 分 做 人

對 員 工 唔 好 由 上 面 望 落 嚟!

# Healthy Capital Structure

	As at 31 Mar 2019	As at 31 Mar 2020	As at 31 Mar 2021
	HK\$'000		
Non-current assets	594,979	716,801	851,563
Current assets	<u>364,421</u>	<u>375,171</u>	<u>553,419</u>
<b>Total assets</b>	<b>959,400</b>	<b>1,091,972</b>	<b>1,404,982</b>
Current liabilities	337,427	402,097	526,070
Non-current liabilities	<u>266,043</u>	<u>313,324</u>	<u>333,438</u>
<b>Total liabilities</b>	<b><u>603,470</u></b>	<b><u>715,421</u></b>	<b><u>859,508</u></b>
Net current assets / (liabilities)	26,994	(26,926)	27,349
<b>Total equity</b>	<b><u>355,930</u></b>	<b><u>376,551</u></b>	<b><u>545,474</u></b>

# Healthy Cash Flow

Strong cash position – net cash from operating activities continued to increase during the track record period

	Year ended 31 Mar		
	2019	2020	2021
	HK\$'000		
Operating cash flows before movement in changes in working capital	542,585	568,019	701,642
(Decrease)/increase in working capital	(25,900)	(26,427)	14,656
Income tax paid	(45,058)	(14,088)	(8,982)
Net cash generated from operating activities	471,627	527,504	707,316
Net cash used in investing activities	(10,622)	(91,123)	(120,540)
Net cash used in financing activities	(247,615)	(441,458)	(427,286)
<b>Net increase/(decrease) in cash and cash equivalents</b>	213,390	(5,077)	159,490
Cash and cash equivalents at the beginning of the year	93,048	306,438	301,361
<b>Cash and cash equivalents at the end of the year</b>	306,438	301,361	460,851



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 大譚仔走餃菜精懶肉旦譚仔辣之耳  
 白之肉佳肉肉凍鍊茶過橋米線實小喇

## APPENDIX: INDUSTRY OVERVIEW

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原創獨創  
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實小勒凍鏈茶少田  
 TAMJAI SAMGOR  
 000 大土匪 000

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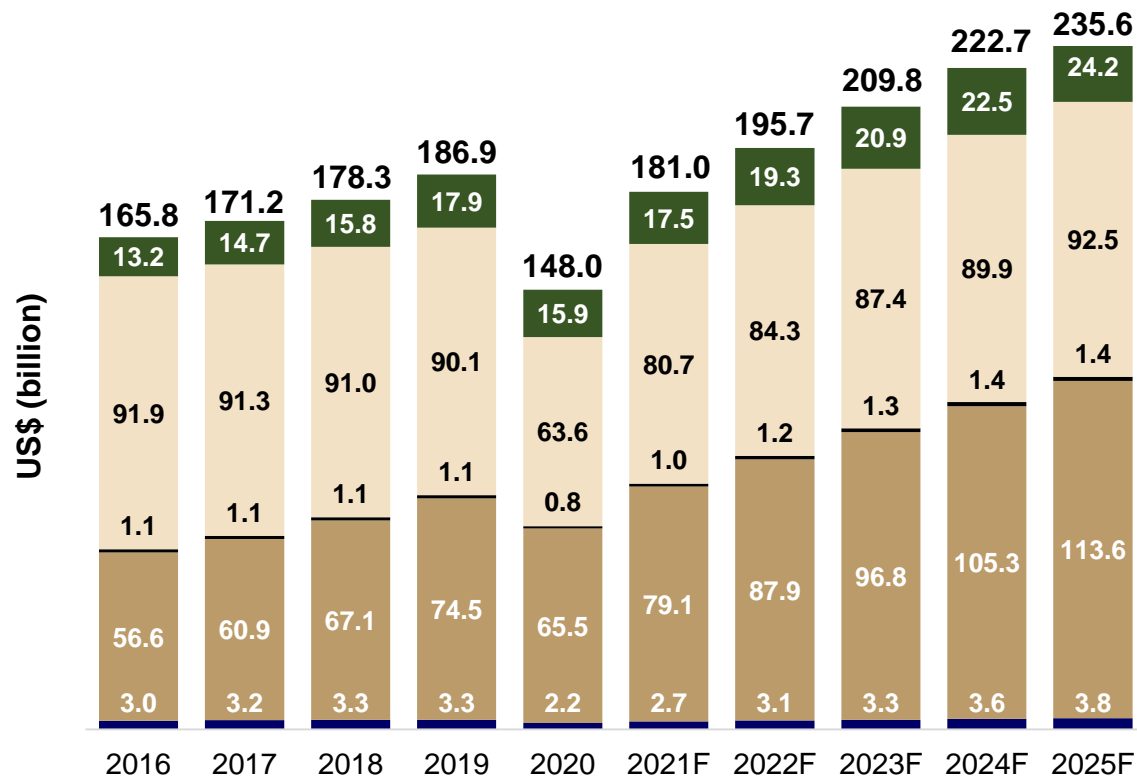
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# The Fast Casual Market Landscape

Fast Casual Market Revenue by Country/Region (2016–2025F)

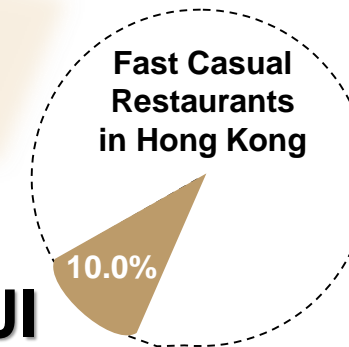


Source: Euromonitor Report

In Hong Kong, the Fast Casual Restaurants category is **more consolidated** than the Casual Restaurants category with the top five companies accounting for 31.3% of market share in 2020



Ranked **2<sup>nd</sup>** among the top 5



**TJI**

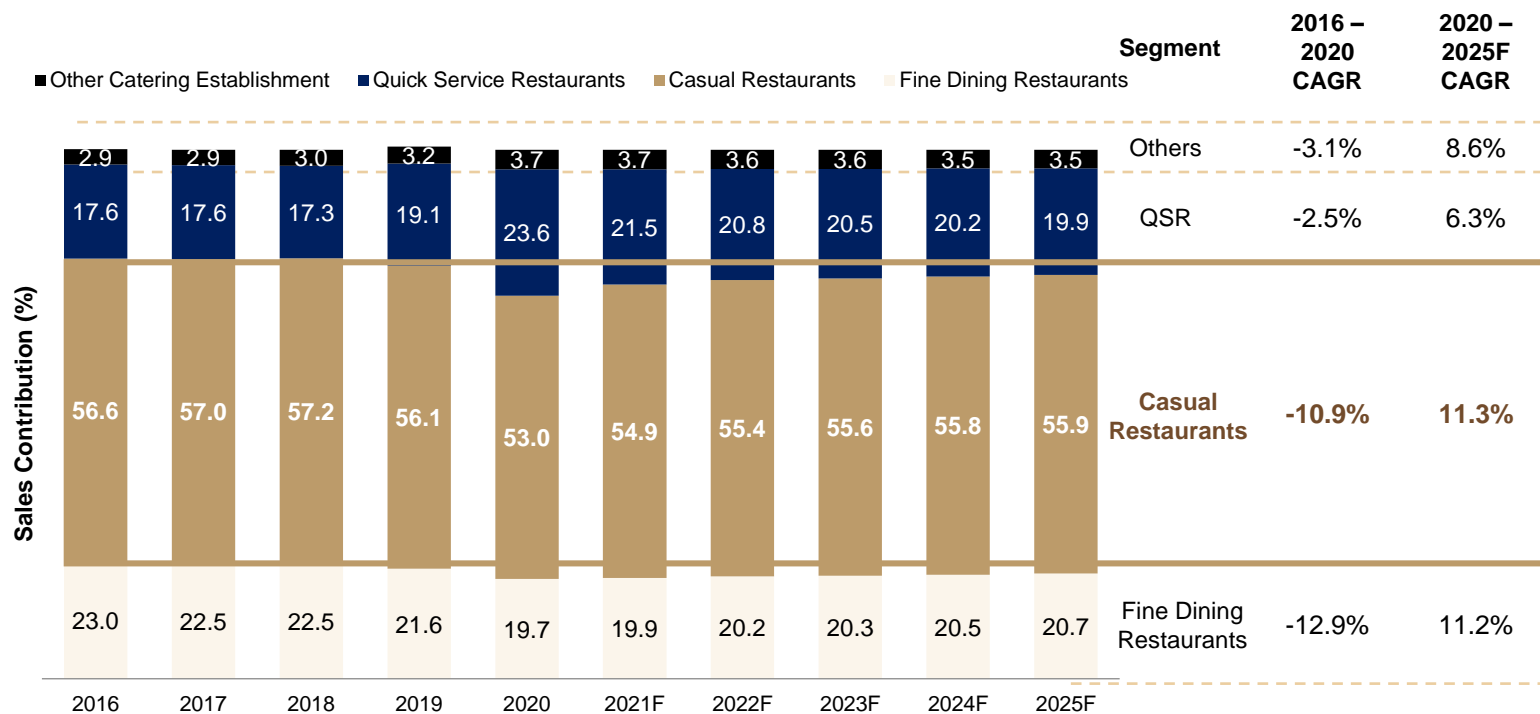
	2016 – 2020 CAGR	2020 – 2025F CAGR
Australia	4.7%	8.8%
Japan	-8.8%	7.8%
Singapore	-5.4%	11.3%
Mainland China	3.7%	11.6%
Hong Kong	-7.6%	11.8%

# Hong Kong Catering Market

## Casual Restaurants Enjoy Favorable Growth



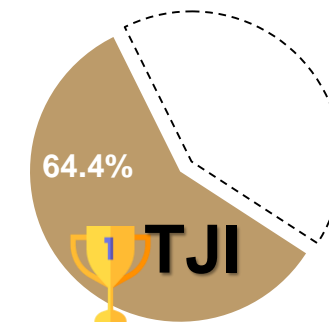
### Restaurant Revenue in Hong Kong by sub-categories (2016–2025F)



Source: Euromonitor Report

- The Asian noodle specialty restaurants segment is **highly consolidated** with the top five companies taking up 92.1% market share in 2020
- Tam Jai International ranked **1<sup>st</sup>** in market revenue as well as number of restaurants and had captured more than half of the segment through its well-known TamJai and SamGor brands

Asian Noodle Specialty Restaurants in Hong Kong



# Huge Potentials in Mainland China & Singapore Catering Market



Casual Restaurants show robust growth



## China

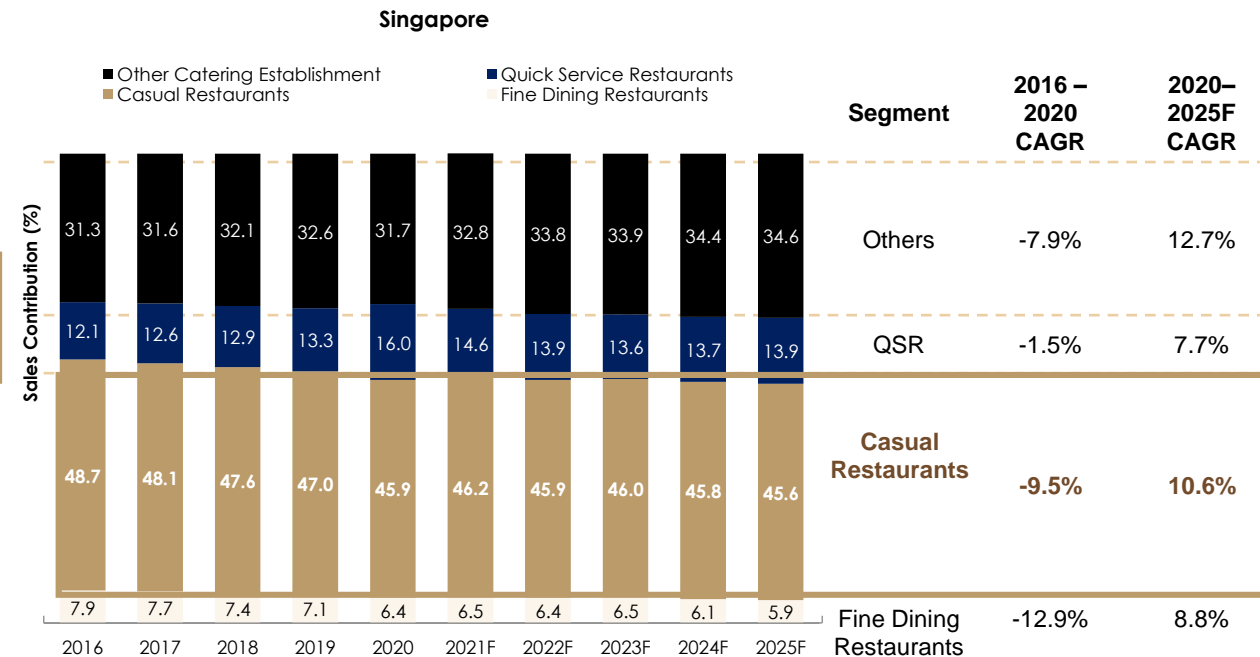
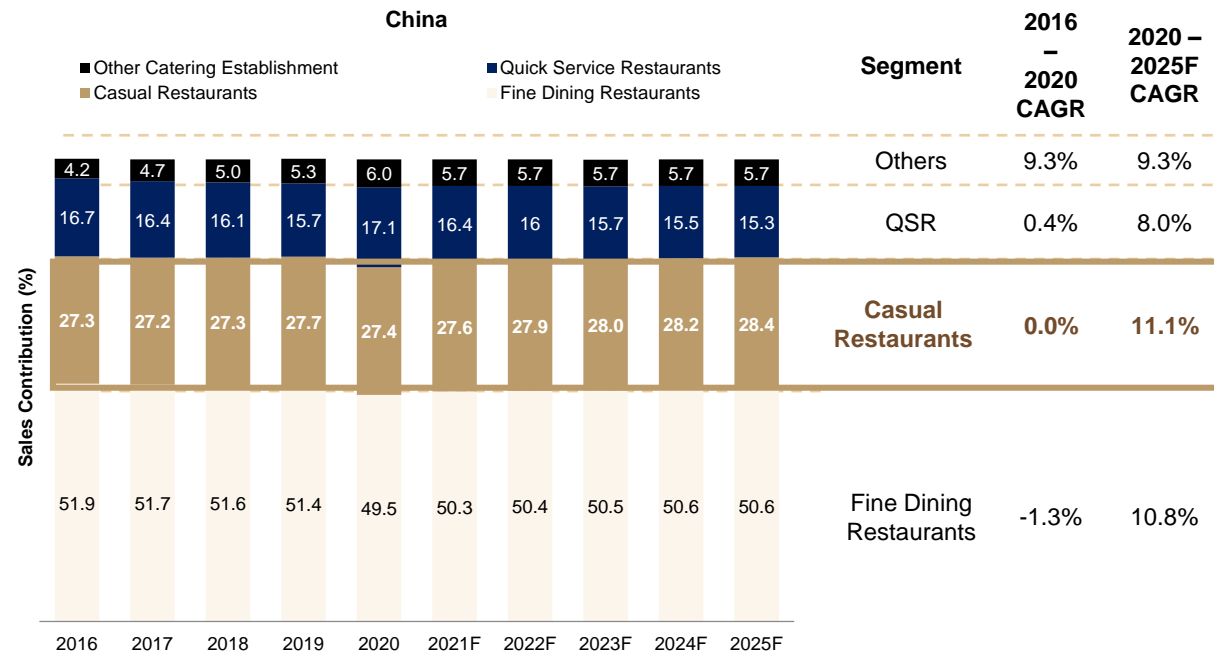
- Casual Restaurants showed robust growth in terms of revenue between 2016 and 2019 **with a CAGR of 7.3%**. However, it was impacted by the COVID-19 in 2020
- With urbanisation and rising incomes in Mainland China, it's expected that Casual Restaurants will **register strong growth at a CAGR of 11.1%** between 2020 and 2025



## Singapore

- Fast Casual Restaurants have shown strong growth between 2016 and 2019 and registered a faster growth in 2020. Between 2020 and 2025, Fast Casual Restaurants is expected to register strong growth at **a CAGR of 11.3%, reaching US\$1.4 billion by 2025**
- An important restaurant type within Fast Casual Restaurants is the Asian noodle specialty restaurants segment and the country has **strong noodle culture** stemming from rich carbohydrate diet

### Restaurant Revenue by sub-categories (2016–2025F)



Source: Euromonitor Report

# Huge Potentials in Overseas Markets



## Japan

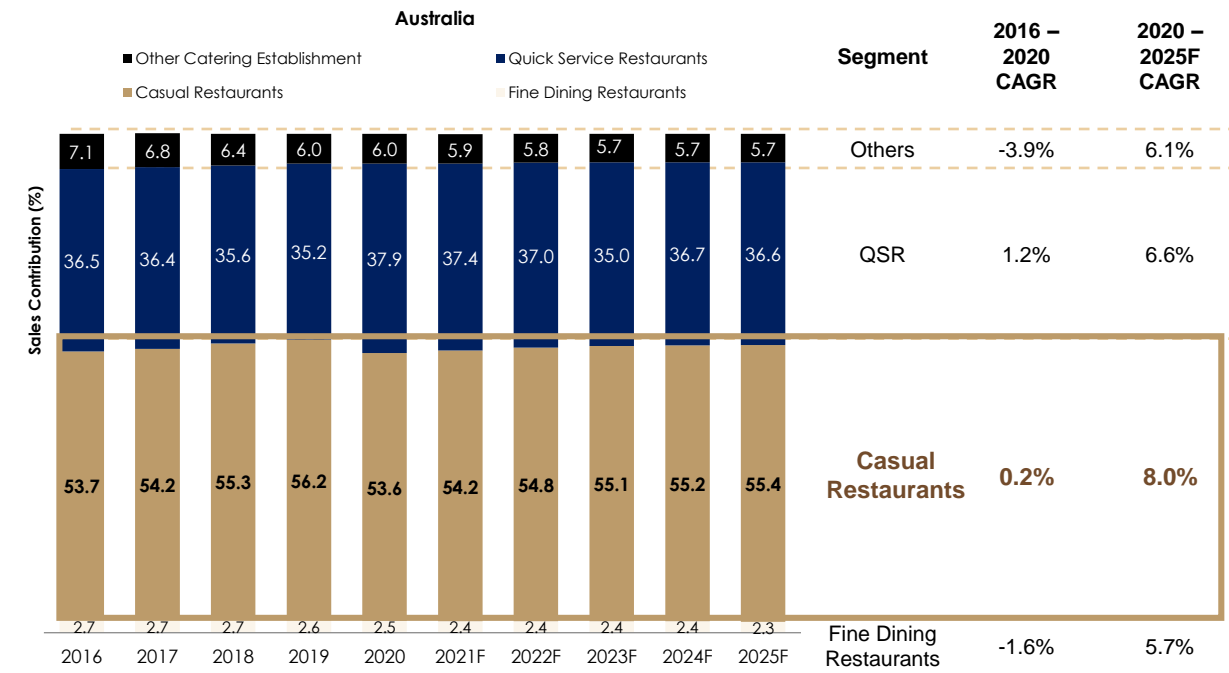
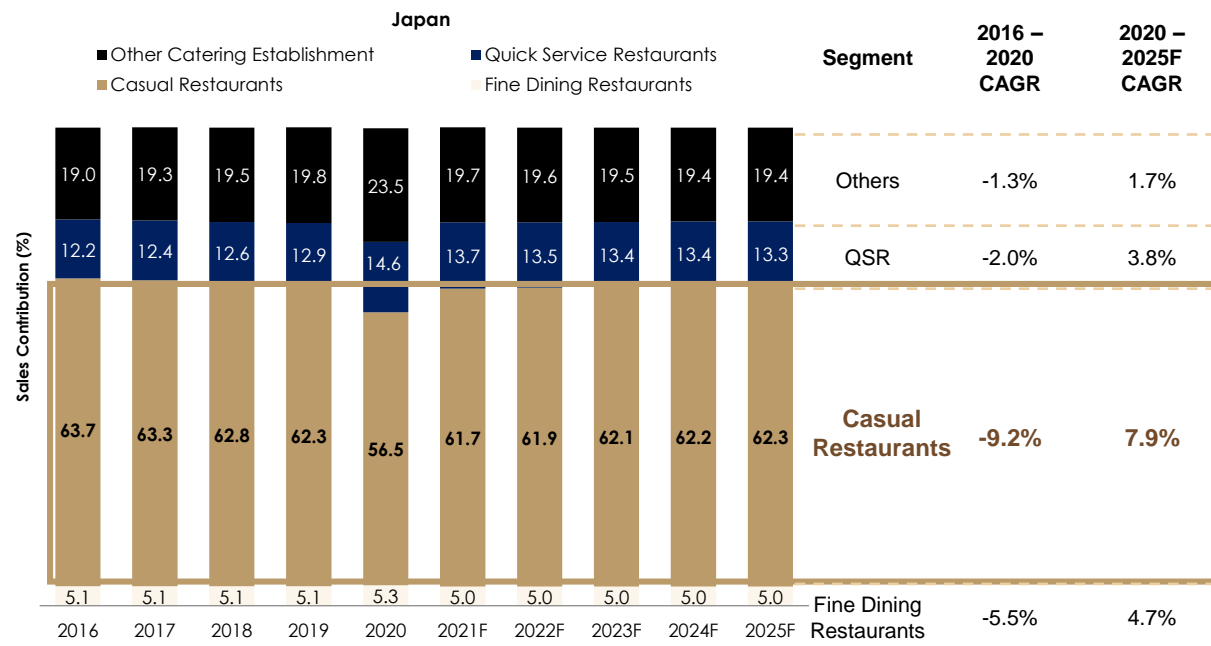
- Casual Restaurants are the **largest contributors** to the consumer food service industry in Japan and **Fast Casual Restaurants** accounted for **71.1%** of the Casual Restaurants category's revenue in 2020
- Numerous opportunities in the consumer food service industry owing to long history of **noodle consumption** and an affinity for **Mala spice** in Japan, restaurants with **speedy services** gain popularity and shift in consumers' **dietary habits**



## Australia

- Fast Casual Restaurants accounted **72.9% of casual restaurants' revenue in 2020** and it is **favoured by Australian consumers** due to their relaxed dining environment, speedy service and a decent quality of food
- With increasing **immigrations from Asian countries** has boosted awareness and popularity of Asian cuisines and it is one of the **fastest growing restaurant categories** in Australia

### Restaurant Revenue by sub-categories (2016–2025F)



Source: Euromonitor Report



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 大譚仔走餃菜麵懶肉旦譚仔辣之耳  
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## Q&A

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