

CHOICES MEETINGS VIBES JOURNEYS INVESTMENTS HOURS
 SHARING PLACES MOMENTS TASTES CELEBRATIONS
 BENEFITS EXPERIENCES **HAPPY** FLAVORS TIMES
 MEMORIES ESCAPES STARTS PLATES PROFITS SURPRISES
 COMMERCES TOGETHER EXPANSIONS SOCIALS



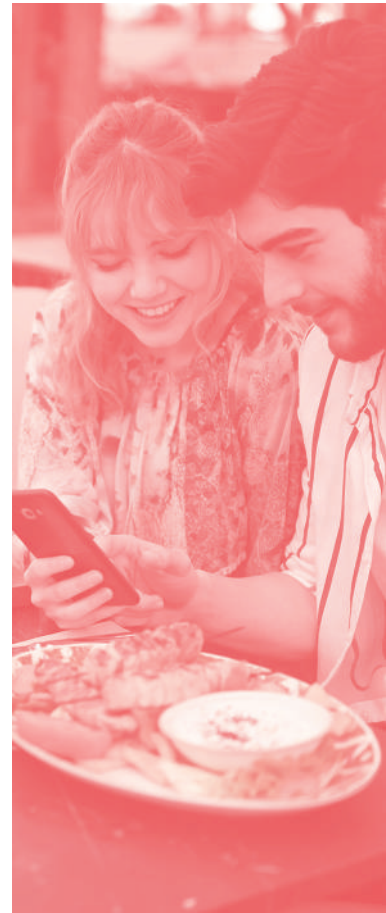


A Taste Experience That Leads To Happiness

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MISSION

Our mission is to apply the concepts of affordability and luxury to our operations, ensuring that all our guests are served our dishes in the shortest time possible and in the most delicious way, without compromising on quality, hygiene, and freshness. We aim to make them feel as comfortable and at home as possible.



VISION

Our vision is to continuously enhance our structure within our management and operations, further strengthening our customers' emotional connection with our brand, and creating a self-managing network of branches.



ABOUT HAPPY GROUP

Happy Group began its journey in 1999 with the opening of the first Happy Moon's branch in Kadıköy, one of the most central locations in Istanbul. Our goal was to be the first restaurant that comes to mind for our guests when they are hungry and to provide them with the satisfaction and value they deserve. Our strategy has been to offer large portions and deliver fast, quality service.

By embracing principles such as innovation, hospitality, quality, hygiene, and successful presentation, we created an eclectic menu featuring over 200 flavors from Turkish, Italian, Mexican, American, and local cuisines.

Today, we have reached 70 branches across Turkey and have grown by 330% over the past five years, serving 1.5 million guests each month. In addition to the Happy Moon's brand, we have also incorporated Little Buddha, Manhattan Café, and Icon brands into our portfolio. Our future goals include increasing our number of branches to 125 and expanding our flavors to London and other European cities. We have always prioritized guest satisfaction as our primary objective.

HAPPY GROUP'S FLAVOR JOURNEY



1999

In 1999, Hüseyin Aymutlu, who started his career as a food and beverage professional, realized his first investment experience with the Kadıköy branch, one of the most central locations in Istanbul, leveraging the extensive experience he gained over many years in the industry.



2010

During the 10 years following the opening of the first branch, Happy Group developed its concept, diversified its world cuisine offerings, and focused on internal training, ultimately establishing its position and reputation in the industry by opening its third branch on the city's most prestigious avenue



2015

The group's flagship brand, **Happy Moon's Cafe**, began to grow through a franchising model by obtaining brand and system patents worldwide.



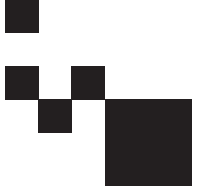
2020

With the launch of **Ikon**, which aims to target a higher segment in world cuisine, the number of branches increased to **35**, achieving a growth of **1100%**.

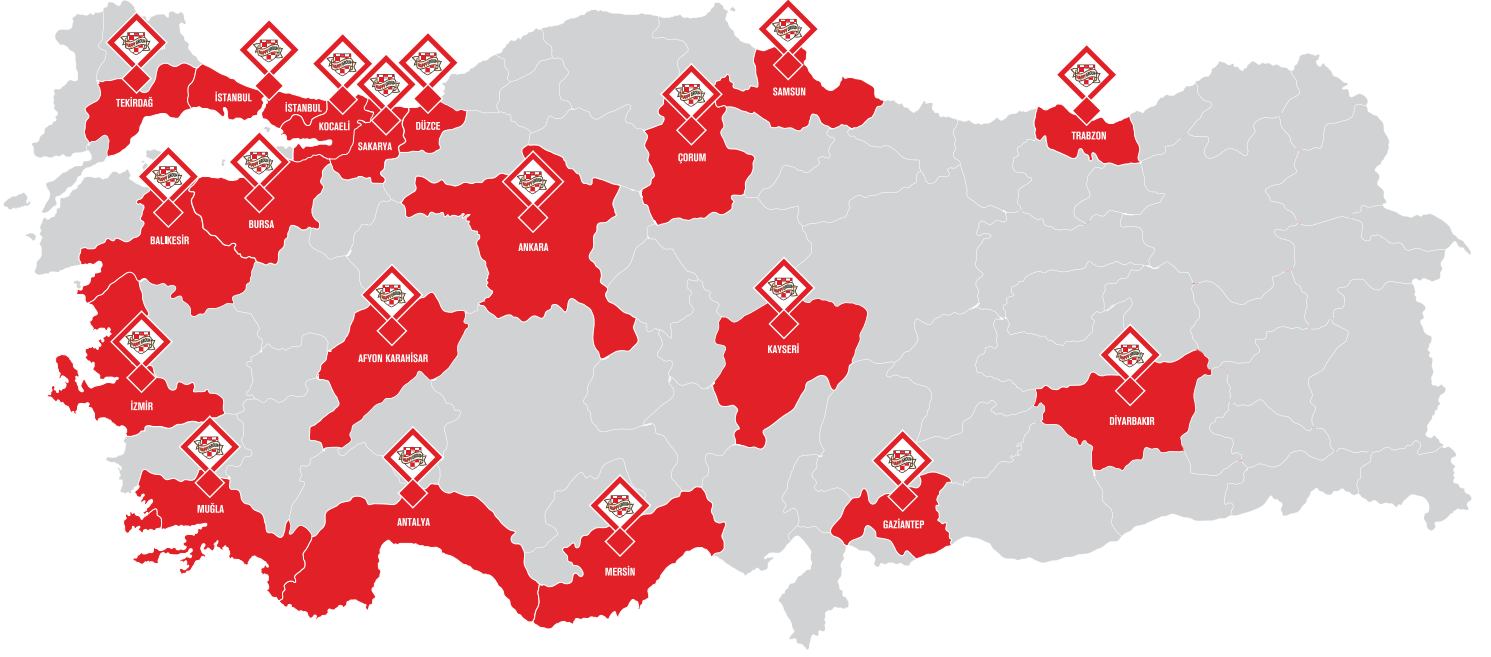


2023

Following the evolving dynamics and innovations, the group created the brands **Little Buddha**, which interprets the finest elements of East Asian cuisine with a youthful approach, and **Manhattan Cafe**, catering to the changing gourmet tastes of young people, concluding the year with **4 brands, 65 branches, and a growth of 197%**



HAPPY GROUP'S GROWTH STORY AND GOALS



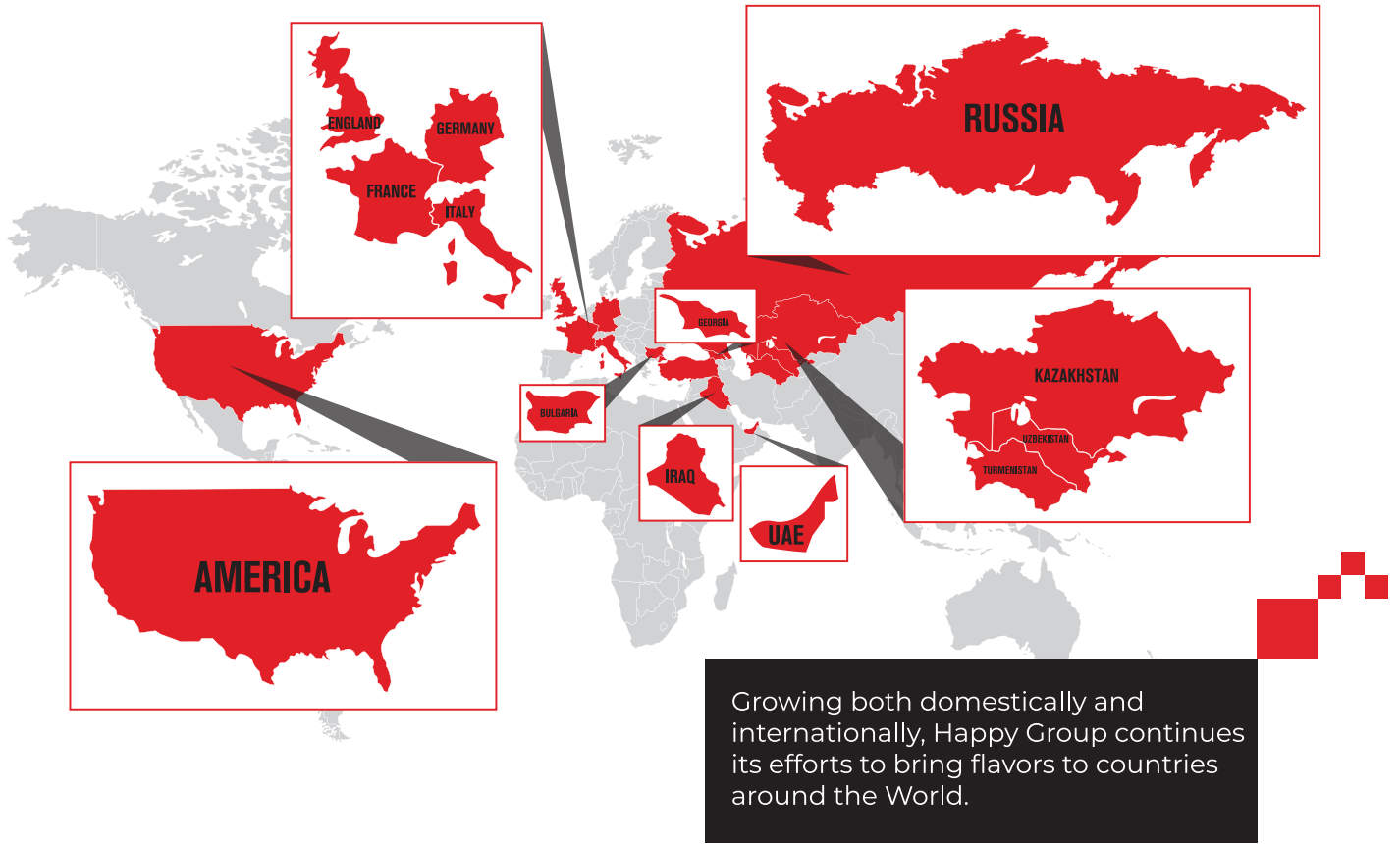
Happy Group achieved
a growth of **197%**
by reaching a total of 70
branches with its
4 brands in 25 years.

We aim to reach **125** branches
in specific locations by **2035.**

%197

HAPPY GROUP'S
RISE GRAPH
FROM 1999 TO 2023

HAPPY GROUP'S GOALS FOR INTERNATIONAL EXPANSION



HAPPY GROUP BRANDS



Opened in **1999** in **Kadıköy** with a strategy of large portions, fast service, and good quality, Happy Moon's has been providing services both domestically and internationally for 25 years, driven by its mission to become a global brand and its motto '**Big Flavors**'.



With its stylish venue design, IKON offers a top-notch dining experience and caters to the desires of customers seeking exclusivity with its diverse flavors. Established for those who embrace a professional service philosophy, IKON has been operating since 2020 to bring a fresh perspective to the dining world.



Manhattan Cafe, which offers a warm environment and features a modern and stylish concept, has been connecting customers with popular flavors from Turkish and world cuisine since **2023**. Its energetic atmosphere and carefully selected decor create an inviting dining experience.



Little Buddha, a new concept from Happy Group located in Istanbul's most upscale shopping mall, caters to those who can't resist East Asian cuisine. It offers the most popular dishes from the region with an approach of accessible service and flavor.

HAPPY GROUP **BY THE NUMBERS**

Total number of
locations in
25 years



70

Total
number
of employees



3700



Average
monthly
customer
count

1.500.000

%95 *

customer
satisfaction
rate



* It is the satisfaction rate obtained from research
conducted by independent survey organizations.



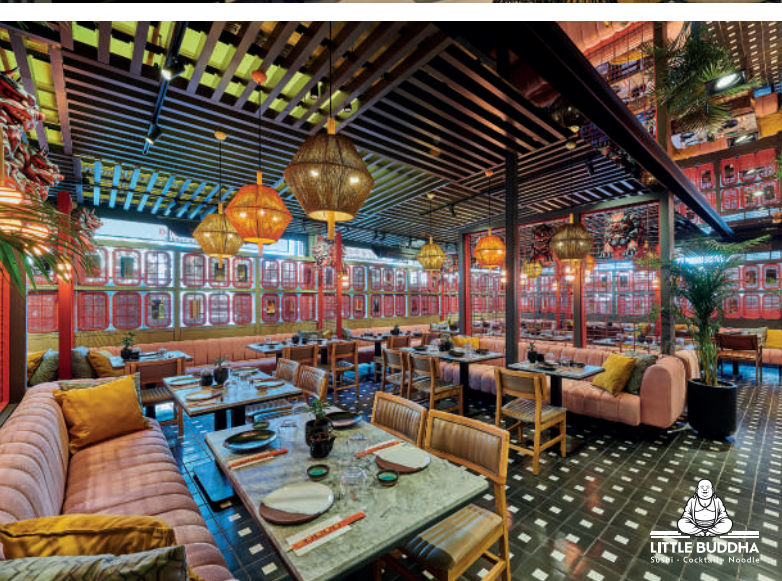
Annual
investment

11.000.000\$

The total
investment
from 1999 to the
present is



47.500.000\$



HAPPY  **GROUP**

CONSUMER EXPECTATIONS AND BASIC PRINCIPLES



Basic Principles

Our basic principles that have enabled us to make a difference in the sector since 1999 and that have allowed us to be the first brand that comes to mind when we talk about restaurants through our target audience;

Respect

By respecting individual differences, we offer all opportunities for every employee to develop their potential regardless of race, gender, religion, and educational status. By showing the necessary importance and respect to each of our employees who are part of our success, we contribute to the development of all our staff as we move towards our goals.

Openness

We report and share openly and transparently all kinds of audits and inquiries we make to develop and improve our business model, impartially and based on data.

Equality

We have a structure in which we measure the added value created only by our employees by treating them equally within the rules we have determined in our organization structure. Within this structure, we offer equal opportunities to all our staff for the development of their potential.

Trust

By building our relationships with all of our employees on mutual trust and understanding, we continue our journey as a huge family within the scope of our company rules.

Humbleness

No employee in our organization can use his/her knowledge and position in a way that makes an other employee unhappy. All senior managers show their knowledge and constructive approaches to the development of all employees under their management.

WORKING PRINCIPLES



- ▶ Adopting a respectful behaviour within the institution and towards general guests by adhering to moral rules
- ▶ In order to achieve success, ensure that all our employees are canalised to a common goal and work accordingly.
- ▶ Fulfilling the obligations of each personnel in the task description in full
- ▶ Being proactive in the working environment in line with the determined objectives
- ▶ Having high sense of responsibility
- ▶ Being open to innovations and showing continuous improvement with education and research

KEY TO SUCCESS

Basic behavioural principles that lead our brand to success;

- ▶ Friendly welcome
- ▶ Hospitality
- ▶ Being ready and interested at all times
- ▶ Sincere smile
- ▶ Adequate knowledge

Our other principles, along with basic behaviours;



- ▶ Quality service in a short time
- ▶ Careful presentation & big portion
- ▶ Flavour
- ▶ Hygiene
- ▶ Comfort
- ▶ Freshness
- ▶ Reasonable Price

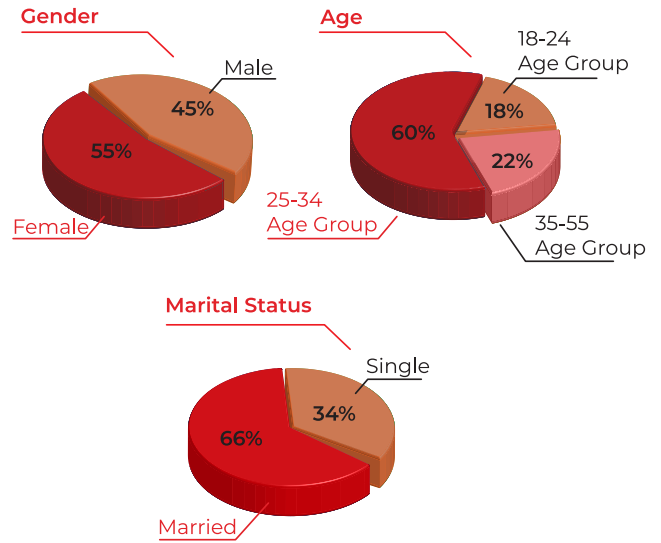
MAIN PERFORMANCE INDICATORS

All our branches are regularly subjected to audits in the periods we determine our Main Performance Indicators in line with our Working Principles. As a result of the reports, we take the necessary actions.

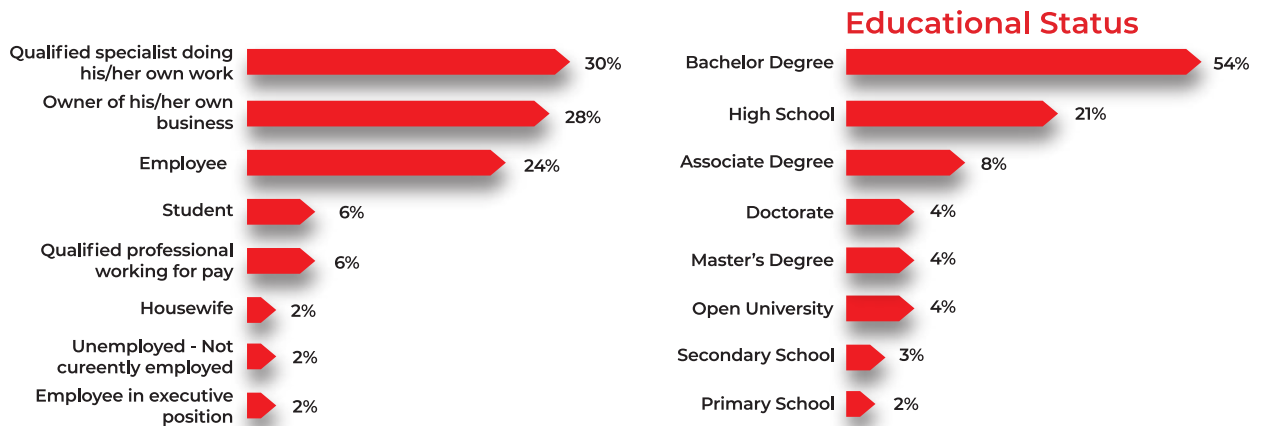
01	Guest Satisfaction Score	Every 2 Months All Branches	06	Product-Beverage Cost Target	Monthly - Yearly
02	Mystery Shopping Satisfaction Score	Every Month All Branches	07	Operational Expenses Target	Monthly - Yearly
03	Number of Customer Complaints	Immediately	08	Branch Control List Score	Monthly - Yearly
04	Turnover Target	Monthly - Yearly	09	Hygiene Score	Monthly - Yearly
05	Labour Cost Target	Monthly - Yearly	10	Employee Satisfaction Score	Monthly - Yearly

We add different criteria to our continuous audit processes to achieve maximum quality by applying minimum process management at each stage of the service we provide in our business model.

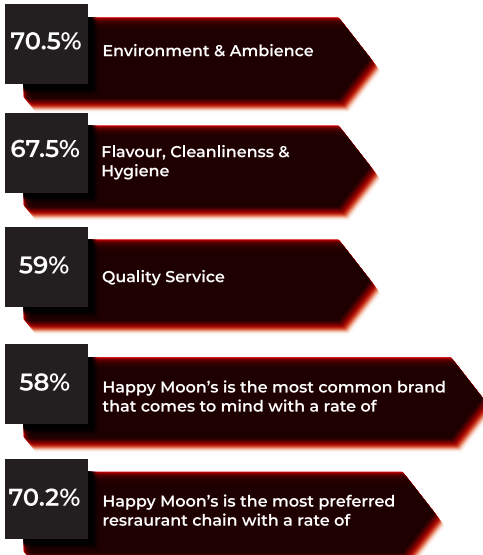
HAPPY MOON'S CUSTOMER PROFILE



OCCUPATION DISTRIBUTION



REASONS FOR CHOOSING HAPPY MOON'S



Almost 80% of the customer profile is between the ages of 22 and 35, 84% of whom are university graduates and university students.

Almost 80% of the customer profile is between the ages of 18 and 35, 84% of whom are university graduates and university students.

For Turkey, which has a young population, this profile poses an excellent opportunity for the growth of our brand in terms of customer mass.

When asked about the chain restaurants that offer world cuisine in Turkey with an important place in their social lives between the ages of 18 and 34;

OUR MENU

We offer our guests all the flavours they are looking for that fit every moment of the day in our menu.

Our menu prepared by our professional team brings different flavours from Turkish, Italian, Mexican, American and local cuisines together and gives our guests a unique experience. Special sauces and spices prepared by considering all palate types accompany our flavours.



BREAKFAST

Best start of the day



We have 41 types of breakfast.

STARTERS AND SNACK

The most beautiful starters



We have 16 types of starter.

MAIN DISHES

Each hour is a pleasure



We have 104 types of main dish.

DESSERT

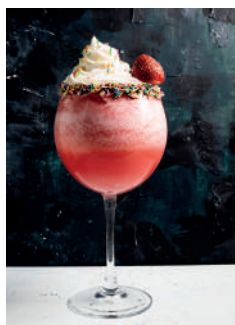
The sweetest moments



We have 18 types of dessert.

BEVERAGES

Alcoholic beverages and soft drinks



We have 74 soft drinks and 95 alcoholic beverages.

HAPPY R&D

Two specialist R&D chiefs in our company constantly work on the development of products that can be placed on the next menu and existing products.

This study is carried out at the headquarters Happy Academy and Development Center.

The priority in the evaluation criterion of new products to be included in the menu is that the original product should be the one that can be sold in line with the general concept of the menu. Afterwards, the product determined for each group should not exceed the cost ratio. After these two important criteria, taste, plate presentation and odour evaluation are performed and each product is archived.

We offer our guests the opportunity to taste different flavours from the world cuisine along with our classic flavours and to discover new flavours in line with our menu concept.



HAPPY ACADEMY



At Happy Moon's Academy, we continue to work on the development of our chefs and the discovery of new flavours.

We closely follow world trends and sectoral developments.

Our business manager and his/her assistants receive regular training sessions, and we provide regular training sessions by agreeing with external professional trainers in line with our needs.

HAPPY GROUP INVESTMENT MODEL



SPACE REQUIREMENT: Average 650 m² +
COST PER SQUARE METER: Average 1250 USD
INSTALLATION PERIOD: Average 4 months
RETURN ON INVESTMENT PERIOD: Average 24 months



SUPPORTS

- ▶ Personnel selection and placement, along with centralized training
- ▶ On-site training for staff
- ▶ Region-specific R&D studies and menu revisions
- ▶ Basic purchasing work tailored to the region
- ▶ Sales system setup/infrastructure





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