

COMPANY OVERVIEW

ELLEO GROUP HOLDINGS

WWW.ELLEO.COM.AU



**We are an Australian owned F&B company
with the fastest growing profile in the country**

CORPORATE STORES ONLY:



2 STORES

WA - 1 QLD - 1



19 STORES

NSW - 9 WA - 3 QLD - 7



1 STORE

NSW - 1



*Elleo Group's vision is
to make our customer's
healthier choice
by offering distinctive
nutritious food prepared
with premium quality
ingredients*



To achieve the vision, ELLEO GROUP's mission is to :

Develop ELLEO's
brand which will
connect the
market with its
vision

Strategically
expand its
presence in
Australia by
increasing its
retail outlets

Develop an
operational
model which
guarantees the
best quality food
and
catering services

ELLEO GROUP
BY THE NUMBERS
(CORPORATE STORES ONLY)

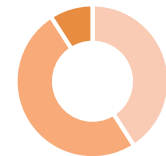
TOTAL NUMBER OF STORES (2019)

22



TOTAL MONTHLY VISITORS *Approximately*

450K



NUMBER OF EMPLOYEES *Approximately*

220



Sushia
IZAKAYA



SUSHIA IZAKAYA

WWW.SUSHIA.COM.AU

elleo
ELLEO GROUP

The background of the image is a close-up of a blue ceramic plate with a textured, crackle-glass finish. On the plate are several pieces of Japanese food: a scallop topped with shredded white daikon radish and a small orange garnish; a piece of sushi or a small cake also topped with shredded daikon; and a small bowl containing a vibrant pink pickled vegetable and a green leaf. A dark, semi-transparent circular overlay is centered on the image, containing white text.

*Set in a signature
architectural dining
space, **Sushia Izakaya**
combines fine food and
boutique Japanese beer
& sake with excellent
staff to welcome you on
an unforgettable culinary
experience*



Sushia
IZAKAYA

SUSHIA IZAKAYA

PERTH - Brookfield Place

SUSHIA IZAKAYA PERTH

Discover Sushia Izakaya in the lower lane of Brookfield Place and marvel in the chefs' skilled manoeuvres over the hot griddle. Our chefs use only the freshest produce and embrace both traditional methods and contemporary trends – delivering a unique taste of Japanese Izakaya. A bar is also situated with a wide variety of non-alcoholic and alcoholic beverages.

125 St Georges Terrace, Perth WA 6000

AMBIENCE

No expense has been spared in creating this premier environment to experience the best in Japanese food. Our aim is to be renown in this space complementing our excellent menu.



Sushia
IZAKAYA

SUSHIA IZAKAYA

PERTH - Brookfield Place

ABOUT BROOKFIELD PLACE

Brookfield Place is a skyscraper within the Brookfield Place office complex in Perth, Western Australia. Brookfield Place's centrepiece is a premium-grade, 45-level office tower incorporating the latest in workplace design, of which over 60,000 square metres (645,835 square feet) is leased by BHP Billiton as the anchor tenant. Other tenants include PwC, Allianz, Barrick Gold, Navitas and Servcorp.

FOOD OFFERING

High end quality menu offering combining traditional Japanese cooking techniques with modern fusion techniques. The main offering are sushi, sashimi and grilled meats.

FUTURE STRATEGY

To develop a niche brand targeting professionals in prominent CBD districts.



PRESS RELEASE

SUSHIA IZAKAYA

PERTH - Brookfield Place

Sushia Izakaya Launch & Birthday Party

The pretty and the sporting were out in the force for the launch on Perth's latest dining option, Sushia Izakaya. Positioned on the Lower-Ground floor of Brookfield Place, this Japanese fusion bar and restaurant promises food to die for and cocktails that will entertain. Guests, including Adam and Melinda Gilchrist, Daniel Kerr, Andrew McDougall, Aidan Parker, Eric Mackenzie, Will Schofield and Paul Duffield, were greeted with flowing Veuve Clicquot.

Written by Michelle Marr

Published in The West Australian



PRESS RELEASE

SUSHIA IZAKAYA

PERTH - Brookfield Place

Chantelle & Co Fashion launch

An intimate gathering of family, friends and staff attended the launch party for Chantelle & Co Image Consultancy, held at Sushia Perth. Delicious food was enjoyed and guests loved a parade with designs by Jornay Cao modelled by former Miss Universe and Miss World entrants.

Written by Bernadette Bosanac

Published in The West Australian





FUNCTION VENUES

SUSHIA IZAKAYA

Sushia Izakaya offers comprehensive meeting rooms, conference venues and event facilities matched with world class service.



Stuart Moran from Macquarie Capital
(left) and Craig Carter (right) Executive
Director of Macquarie Capital



Deputy Premier Kim Hames with
daughter Tiffany Hames



Michael Ashworth & Ben Wyatt
– WA Parliament



Bradley Woods
– CEO of Australian Hotel Association





Sushia
IZAKAYA

SUSHIA IZAKAYA

BRISBANE - 1William St

ABOUT 1 William Street

1 William Street is a skyscraper in Brisbane, Queensland, Australia and is the tallest in the city at 259.8 metres. The modernist style office building is located in the Brisbane central business district, in close proximity to Parliament House. The building was developed for the Queensland Government as part of the government's plan for a renewed Government Administrative Precinct and to meet its accommodation demands.

FOOD OFFERING

Sets in a signature architectural casual dining space, Sushia Izakaya combines fine casual food and boutique Japanese and local beer with excellent staff to welcome all QLD government staff for both corporate and casual dining experience.





SUSHIA FRESH BAR

WWW.FRESHBAR.SUSHIA.COM.AU

ELLEO BRANDS

SUSHIA FRESH BAR

SUSHIA – SUSHI ROLL & FRESH BAR

was established with the aim of delivering a unique taste of fresh sushi rolls and other variety of fresh Japanese menus. Due to our ongoing success, our store have grown rapidly throughout Australia.

AMBIENCE

Kiosk style outlet is suitable for customers on the go. Also the design and colours used for the kiosk aims to create the impression of freshness and quality





FOOD OFFERING

Sushi rolls included those made according to traditional Japanese techniques as well as those made according to modern techniques (fusion). Focus is on using the highest quality rice, vinegar and soy sauce to complement the fresh food offering.

FUTURE STRATEGY

Become the number 1 Sushi Takeaway outlet in Australia and New Zealand by being the preferred place to have fast nutritious food.





CASE STUDY - QLD

SUSHIA FRESH BAR

QUEENSPLAZA SUSHIA FRESH BAR (Oct.2015)

Sushia Fresh bar is located in the heart of Queens Plaza which is Brisbane's centre of stylish elegance, with a glowing, pearl-like appearance that allows each beautiful store to shine.

Shop KLG04, 226 Queen St. Brisbane, QLD 4000

ABOUT QUEENS PLAZA

The smart, savvy and unique collection of retailers at Queens Plaza, which includes Australia's most prestigious department store, David Jones, is the catalyst which ensures its appeal as a landmark shopping destination rivalling the best in the country.



CASE STUDY - NSW

SUSHIA FRESH BAR

SYDNEY INTERNATIONAL AIRPORT T1. SUSHIA FRESH BAR (Dec. 2016)

Sushia Fresh bar, a national Japanese operator with almost 30 venues around the country, has made its Sydney International Airport debut successfully.

Sydney Airport T1 747 Airport Drive Mascot NSW 2020

ABOUT SYDNEY INTERNATIONAL AIRPORT T1

Australia located 8 km (5 mi) south of Sydney city centre, in the suburb of Mascot. It is the primary airport serving Sydney, and is a primary hub for Qantas, as well as a secondary hub for Virgin Australia and Jetstar Airways. Situated next to Botany Bay, the airport has three runways, colloquially known as the east–west, north–south and third runways.



CASE STUDY - QLD

SUSHIA FRESH BAR

1 WILLIAM STREET SUSHIA FRESH BAR (Mar. 2017)

Sushia Fresh bar, positioned at 'One William Street' is the tallest CBD development in Brisbane housing Queensland government.

1 William st Brisbane 4000

ABOUT 1 WILLIAM STREET

1 William Street is a skyscraper in Brisbane, Queensland, Australia and is the tallest in the city at 259.8 metres. The modernist style office building is located in the Brisbane central business district, in close proximity to Parliament House



CASE STUDY -NSW

SUSHIA FRESH BAR

MACARTHUR SQUARE SUSHIA FRESH BAR (Mar. 2017)

Sushia Fresh bar, a national Japanese operator with almost 30 venues around the country, has made its Macarthur debut successfully.

Macarthur Square, Gilchrist Drive, Campbelltown, NSW

ABOUT MACARTHUR SQUARE

Macarthur Square is a large shopping centre on the southern side of Campbelltown, New South Wales, Australia. The shopping centre was opened by the Lend Lease Corporation and GPT on 29 August 1979. The shopping centre is situated adjacent to Macarthur Railway Station, where trains terminate on the Airport, Inner West & South Line. An A\$160 million expansion in 2005 saw Macarthur Square become one of the largest shopping complexes in Sydney. A further development in 2017 increased the retail floor area to 107,000m².



CASE STUDY -NSW

SUSHIA FRESH BAR

BIRKENHEAD POINT SUSHIA FRESH BAR (Nov. 2019)

Sushia Fresh bar, a national Japanese operator with almost 30 venues around the country, has made its Birkenhead Point Outlet Shopping Centre debut successfully.

Birkenhead Point, Roseby, Drummoyne, NSW

ABOUT BIRKENHEAD POINT OUTLET

Birkenhead Point, The Outlet Centre is Sydney's largest outlet centre. The centre is also home to a marina and apartment complex. Most of the centre is an open space to maximise the views of Sydney Harbour.

Prior to being redeveloped as a shopping centre, the site was the site of the Perdriau Rubber Factory 1900. The rubber factory was closed in 1976 when the site was sold to David Jones to be redeveloped. The centre was opened on Thursday 26 July 1979 when redevelopment works were 80% complete.





Corporate Stores Only

NSW

Birkenhead Point Brand Outlet

Shop 153, 19 Roseby St
Drummoyne NSW 2047

Macarthur Square

Shop L03 KU20, Gilchrist Dr
Campbelltown NSW 2560

Narellan Town Centre

K207, 326 Camden Valley Way
Narellan NSW 2567

Orange City Centre

K02, Cnr Anson & Summer St
Orange, NSW 2800

Qantas Campus

Shop 2, 10 Bourke Rd
Mascot, NSW 2020

Rhodes Waterside Shopping Centre

Shop 81, 1 Rider Blvd
Rhodes, NSW 2138

Stockland City Centre

Shop K2, 121 Howick St
Bathurst, NSW 2795

Sydney Int'l Airport

BF26, T1 Sydney Int'l Terminal
Mascot, NSW 2020

Wagga Wagga Market Place

K3, 87 Baylis St
Wagga Wagga NSW 2650

Corporate Stores Only

WA

Cloisters Plaza

Shop 11, 200 St Georges Tce
Perth, WA 6000

Enex

Shop K131, 100 St Georges Tce
Perth, WA 6000

Karrinyup Shopping centre (2020)

Kiosk K0044, 200 Karrinyup Rd
Karrinyup WA 6018

QLD

Kawana Shopping Centre

Kiosk 01, 119 Point Cartwright Dr
Buddina QLD 4575

Morayfield Shopping Centre

Kiosk K01, 171 Morayfield Rd
Morayfield QLD 4506



QLD

Myer Centre

Shop KE05, 91 Queen St
Brisbane QLD 4000

Queens Plaza

Shop KLG04, 226 Queen St
Brisbane, QLD 4000

QLD State Government S1

Retail D, 1 William St
Brisbane, QLD 4000

Strand Shopping Centre

Shop K102, 72-80 Marine Pde
Coolangatta QLD 4225

Sunshine Plaza

Shop GD K161B, 154-164 Horton Pde
Maroochydore, QLD 4558





PEOPLE CAFE

WWW.PEOPLECAFE.COM.AU



people
modern café, patisserie and espresso bar

People cafe was created in 2008 with vision and belief in people and fostering a culture of joy and happiness throughout our stores.

Committed to serve our guest with the consistent highest quality coffee and our extensive food menu, we will continue to be the most friendly, respected and people focused cafes in Australia and internationally.



ELLEO BRANDS

PEOPLE CAFE

PEOPLE CAFE

offers the ultimate café experience. It is a place to refresh your sense and to relax. Offering outstanding coffee, food, and friendly service, People café is an oasis among the frantic pace of city life

FOOD OFFERING

Highest quality specialty coffee blends made by qualified barristas and light gourmet sandwiches and salads

AMBIENCE

To cater for the target market our venue is designed to create contemporary interiors with a focus on open spaces for customers to relax and enjoy our food and beverage offering.

FUTURE STRATEGY

To develop a niche brand targeting all levels.

Sushia
IZAKAYA

Sushia
Sushi Roll & Fresh Bar

 **people**
modern café, patisserie and espresso bar