

— AMORINO —

Franchise



Amorino[®]
GELATO AL NATURALE



— LA PASSIONE — *del Gusto*

Created in 2002 by two childhood friends, **Cristiano Sereni and Paolo Benassi**, Amorino delights connoisseurs around the world with its finest quality gelato, made according to traditional Italian methods.

Amorino has become the **#1 premium Italian gelato**. The genuine nature of gelato has gradually eclipsed the banality of ice cream. We are leading the wave.



PAOLO & CRISTIANO

We are proud to offer an excellent alternative to the industrial, artificial, high calorie ice cream of other brands. Our recipes are made from **ingredients of natural origin**, without artificial colors or flavours. In addition, our gelato chefs have created a vast selection of organic and vegan options, the demand for which we believe will continue to grow.

The making and taste of each gelato is not only dependent on the most rigorous selection of **sourced ingredients from their regions of origin**, but also on the patience and the attentiveness of our highly trained chefs during its preparation.

Our franchisees are at the heart of our concerns and play a pivotal role in the success of our company. We do not see ourselves as a passive brand owner and are a heavily invested franchisor.

Are you our next franchisee?

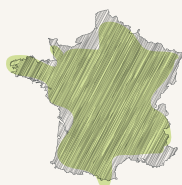


— AMORINO —

in figures



+25
GELATOS
SOLD EACH MINUTE
IN THE WORLD



113
OUTLETS
IN FRANCE



+335
STORES
THROUGHOUT
THE WORLD



PRESENT IN
23
COUNTRIES

10

GELATOS
PHOTOGRAPHED
EVERY MINUTE



+30
FLAVOURS
ON OFFER

Milestones of...

2002



Creation and opening of the first boutique on Île Saint Louis in Paris.

2005



Centralisation of production

2006



Launch of franchise-based expansion

2008



Opening of the first shop outside of France

2011



Ecocert certification awarded for the first organic flavor.

2014



100
BOUTIQUES
Inauguration of the 100th boutique.



10
VEGAN
FLAVOURS



ALL OUR FLAVOURS ARE
GLUTEN FREE
AND SOME OF THEM ARE
ORGANIC

A GROWING ORGANIC
RANGE OF FLAVORS

OUR MOST
POPULAR
FLAVOURS
GLOBALLY

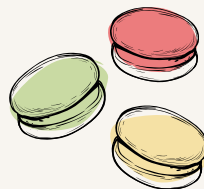
VANIGLIA BOURBON
DEL MADAGASCAR



PISTACCHIO
MAWARDI



CIOCCOLATO
AMORINO



+16M
MACARONS
AL GELATO
SINCE 2016



INSTAGRAM
130K
FOLLOWERS

a success story

2016



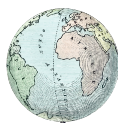
Vegan Society
certification
received for
all sorbets.

2017



All gelatos and
sorbets become
«Gluten Free».

2019



Opening of
our 18th market.

2021



200
BOUTIQUES

2022



20th
ANNIVERSARY

2025



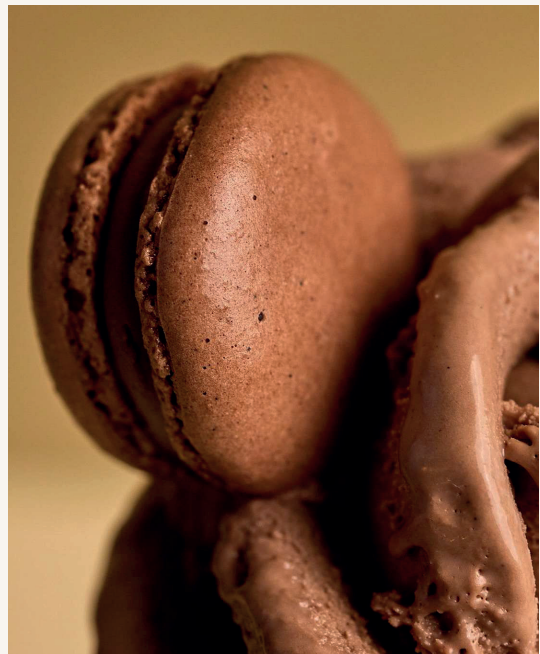
300
BOUTIQUES

— PRODUCT RANGE —



Amorino is recognized worldwide for its iconic gelato flower but we also offer a wide variety of delights to ensure higher volumes during the low season.

*Crêpes | Waffles | Macarons al Gelato
Hot and Cold Beverages | Gelato Bites*



*Did you
know?*

Our gelato flower is shaped thanks to the freshness of our product and the expertise of our gelato artists.

SPECIAL *Events*

At Amorino, we also promote special events throughout the year to enhance revenue.



SITE CRITERIA

Ideally, our stores should feature the following:

- **Minimum of 20 meters of unobstructed visibility for the site**
- **High tourist traffic**

Store: Shop Front minimum 5 meters.

Ideally more than 50m² retail area & 20m² storage.

Kiosks: 15m².

Late trading hours / 7 days a week.



— STORE TYPE —

Amorino offers a flexible portfolio of concepts. Our minimal technical requirements compared to most F&B brands make it easier for Amorino to fit almost anywhere.

Preferred store types include:

- **Main street shops with indoor and outdoor seating**
- **A wide range of other options to suit various locations including indoor and outdoor kiosks**



— ICONIC TOURIST LOCATIONS —



PARTNER *with us*



PRODUCT QUALITY

Rigorously natural, selected & sourced ingredients for the best that nature can offer.

TRENDY

Our customers love to post their memorable experiences on social media.

GROWTH

We are the largest gelato company and one of the fastest-growing businesses in our industry, with a target of global expansion by opening around 50 new stores each year.

CENTRALISED PRODUCTION

All of our gelato is made in Orly, France to the highest standard of quality.

NO ROYALTY FEE

We do not charge franchisee royalty fees.

STREAMLINED OPERATIONS

Centralised in-house production in Orly means that our franchisees' teams can focus on upselling a delicious, consistent product whilst minimizing health and safety risk.

INTEGRATED SUPPLY CHAIN

Because we directly produce our gelati, we protect our franchisees' margins and can drive innovation.

PROFILE

& conditions

Our franchise scheme offer may differ depending on market specifics: countrywide master franchise, regional exclusive franchise or more rarely, single unit franchise.

We are looking to partner with experienced professionals with the following skills:

- **Proven success in opening and managing a retail, restaurant, or F&B industry in your chosen country.**
- **Knowledge of the local market.**
- **Financial capability to roll out between 4 to 15 stores within 5 years depending on the market.**
- **Between 500 000 € and 1 million € of minimum liquidity, depending on markets.**
- **A shared passion for customer service.**
- **A love for gelato made with the highest quality, fresh ingredients.**

COMMERCIAL

Terms

Our conditions may differ depending on the specific franchise agreement, but they generally include:

- Initial franchise fee: 30 000 € per outlet
- Design and layout fees: 5 000 € per outlet
- No royalties
- Marketing: 2% of net sales
- Term: 10 year Franchise Agreement with exclusivities for a region possible
- Sales Average France: 535k €
- Investment Average (France): 280 - 300k €



amorinogelato

amorino.com

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RCS Créteil 489 779 009

Non contractual document - for information only