

# Digital Strategy

**Robert Žuk, Chief Information Officer**  
**Grzegorz Gęsik-Rudnicki, Digital Director**



# WELCOME

- **Digital Commerce and Business Analytics**
  - **IT**
- # be ahead of the game!

**CAPITAL MARKETS DAY:**

- **Growth pillars**
- **Digital Commerce and Business Analytics Lead Team**
- **Capabilities and competencies development**
- **Business Analytics and Customer Insights**
- **Performance highlights**
- **IT digital technology and services delivery center**



# Growth pillars



C-level sponsorship



People and Skills



Business Analytics and Insights



Integrated Digital Technology



Strategic Partnerships

# Digital Commerce and Business Analytics

## Lead Team



**Grzegorz Gęsik-Rudnicki**  
Digital Director



**Monia Boulmedais**  
Sushi Shop Digital Director



**Maciej Jędrychowski**  
KFC Digital Manager



**Maciej Buba**  
Pizza Hut Digital Director



**Dominika Korta**  
Starbucks Digital Manager



**Ewa Starkiewicz**  
Burger King Digital Manager



**Marek Skomorowski**  
CRM & Customer Insights Director

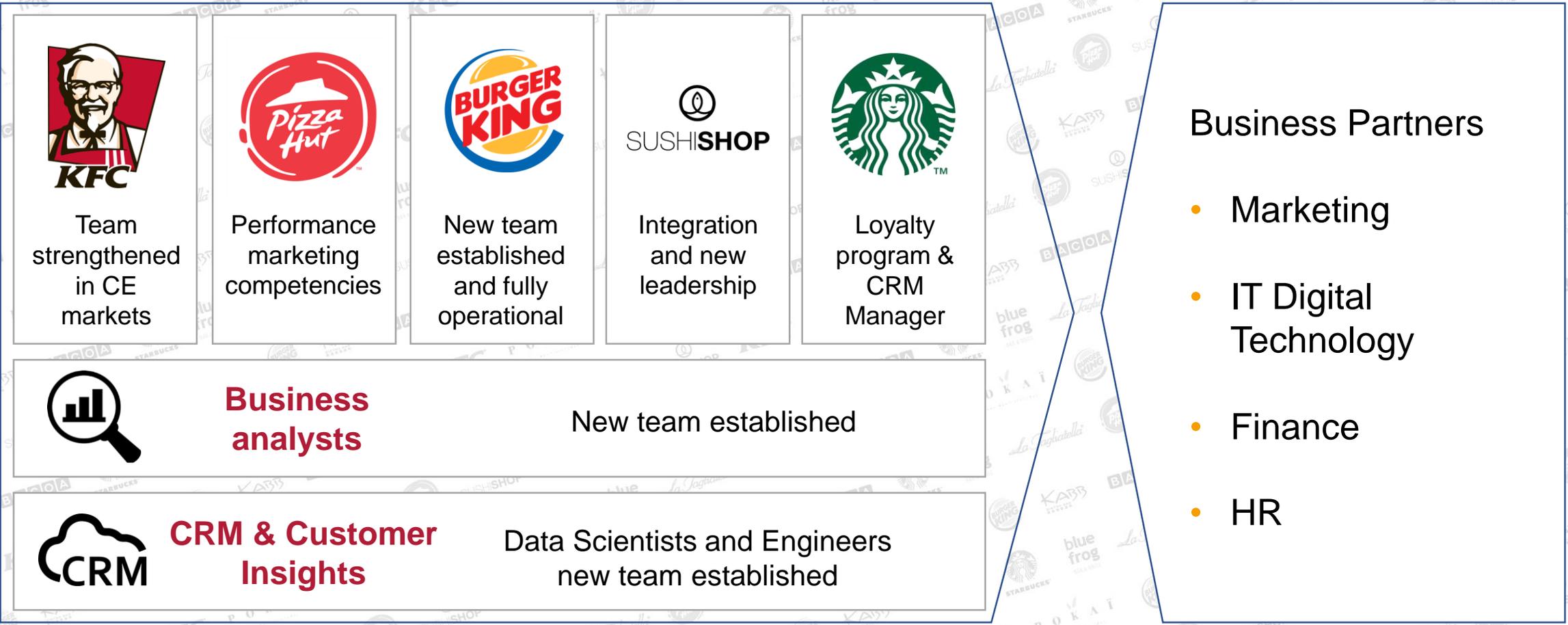


**Jarosław Bronowicki**  
Analytics Manager

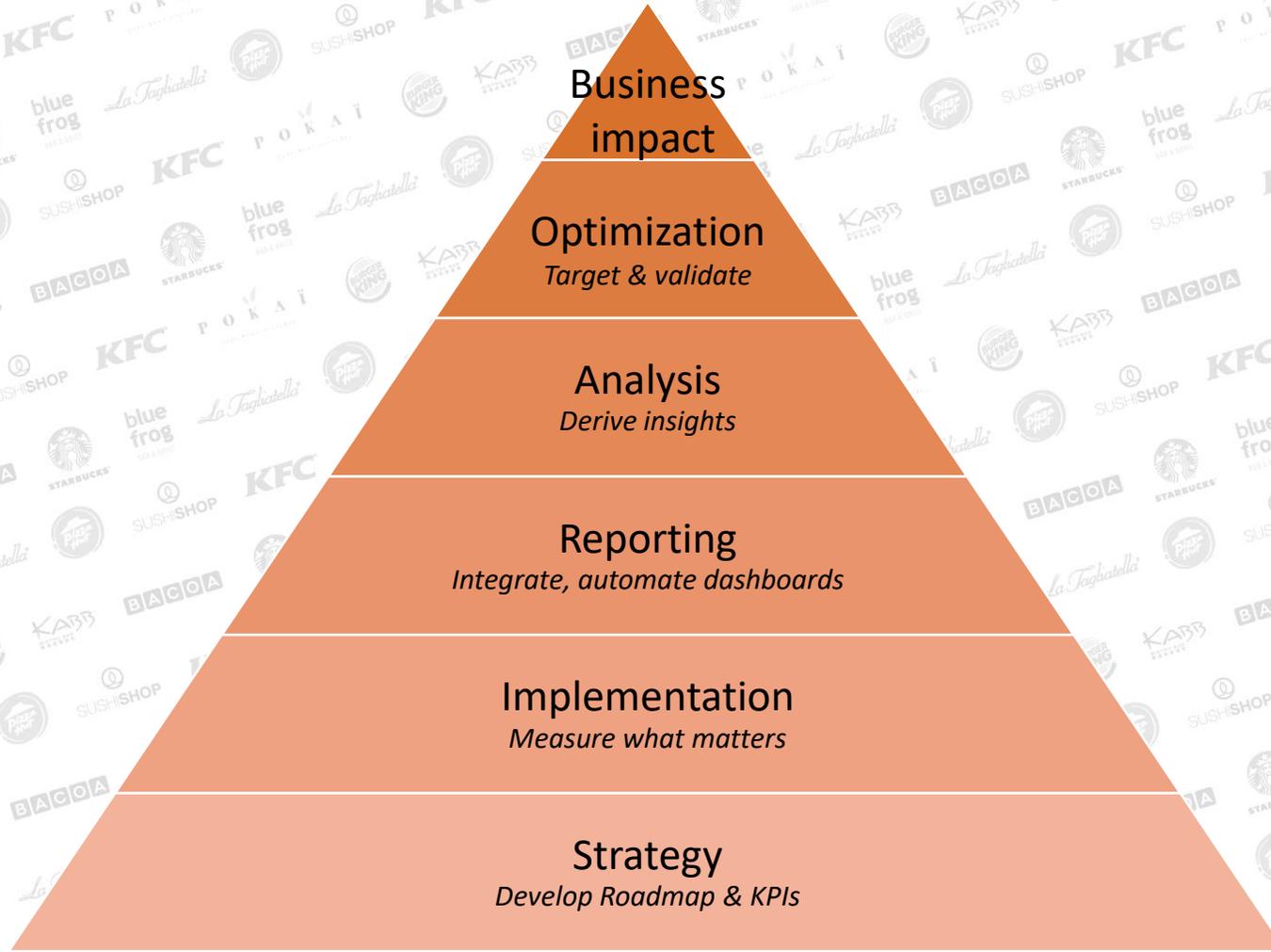
# Capabilities and competencies development

Step change in our approach to digital and analytics capabilities building.

## STRONG TEAMS ACROSS PORTFOLIO



# Accelerating Business Analytics and Customer Insights



# Continuous investments in Digital Technology development

## Digital Commerce Programs coverage



### Brands



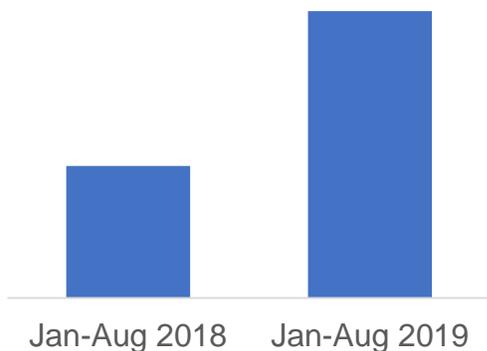
### Countries



# Growing role of Digital Commerce in AmRest business

## % OF DIGITAL IN TRANSACTIONS

% share of digital in # of transactions



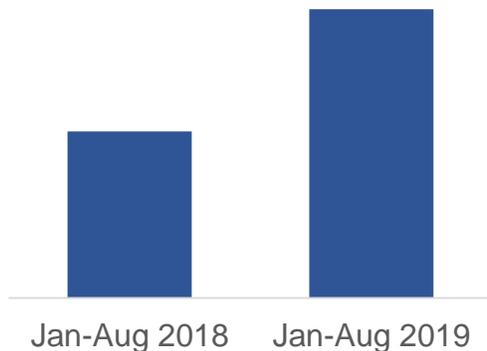
Y/Y growth

**+118%**

Countries included: CE w/o RU

## % OF DIGITAL IN SALES

% share of digital in value of transactions

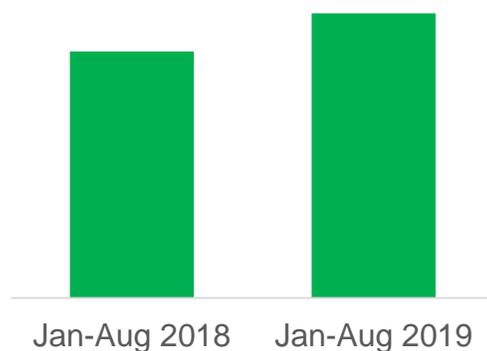


**+73%**

Countries included: CE w/o RU

## CONVERSION RATE GROWTH

Pizza Hut example (%)

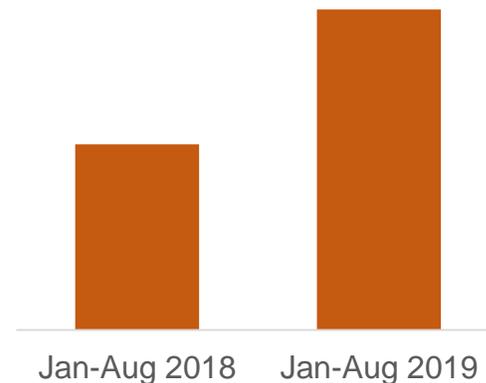


**+16%**

Conversion rate in Aug 2019

## CEE DATABASE GROWTH

# of registered accounts (KFC, PH, SBX)



**+68%**

Countries included: PL, CZ, HU, DE, RO

Digital projects continuously deliver high IRR i.e.:

- 514% - new website
- 574% - digital menu boards
- 303% - new mobile app



# AmRest Global IT

## Wroclaw global IT services delivery center

Services delivered to



**2 100+**  
Restaurants



Trough our services

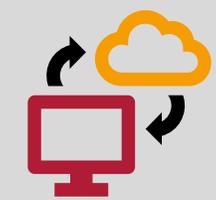


**20 million**  
Sales transaction  
per month



**2 000+**  
Office employees

IT Team located in 9  
countries



**1 million**  
Digital transactions in  
POLAND per month

Few hundred changes implemented every month



# A Modern Digital Workspace

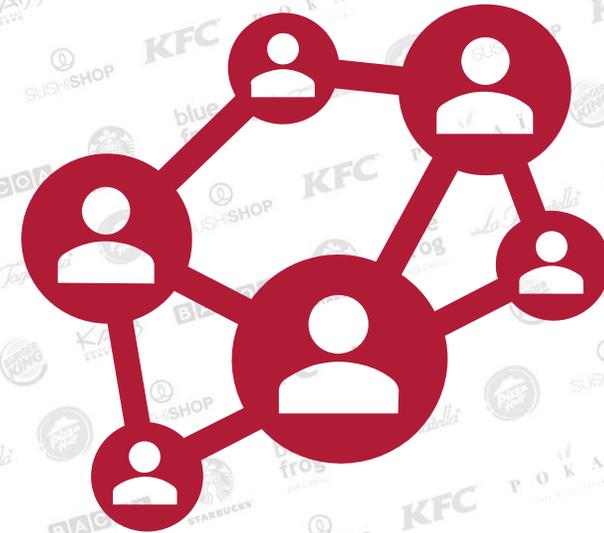


**Microsoft  
Office 365**  
Digital Workplace  
10 000 Users

State of the art  
workplace

**Microsoft Teams**  
3000+ active employees

Modern  
collaboration &  
conferencing



## Work from anywhere

**400+**  
New users  
monthly

**300 000+**  
IM  
monthly

**1000+**  
Unigue Conference  
participants  
monthly



# A data-driven company



Data-driven Technology

Data-driven Capability

Data-driven Culture

# Kiosks solution in AmRest

KFC Poland  
~ 600  
kiosks

KFC Russia  
~ 400  
kiosks

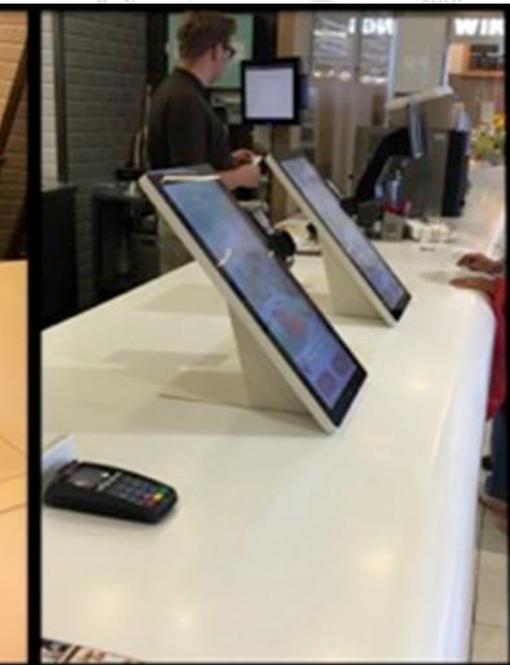
KFC France  
~ 360  
kiosks

KFC Czech  
~ 200  
kiosks

KFC ES  
~ 100  
kiosks

KFC HU  
~ 20  
kiosks

Digitalized  
Restaurants



# AmRest Digital proprietary solutions

PL KFC

PL PH

PL SBX

CZ KFC

CZ PH

Deep expertise in developing proprietary solution

CZ SBX

HU KFC

HU PH

HU SBX

AmRest Digital solution on key markets

RO SBX

DE PH

RU PH

SushiShop

ES TAG

Digital platform unification across the markets

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