

# AmRestification

Our path to operational excellence

Olgierd Danielewicz, Chief Operating Officer







**AmRestification**

**Our Culture, Strategy  
and Structure**

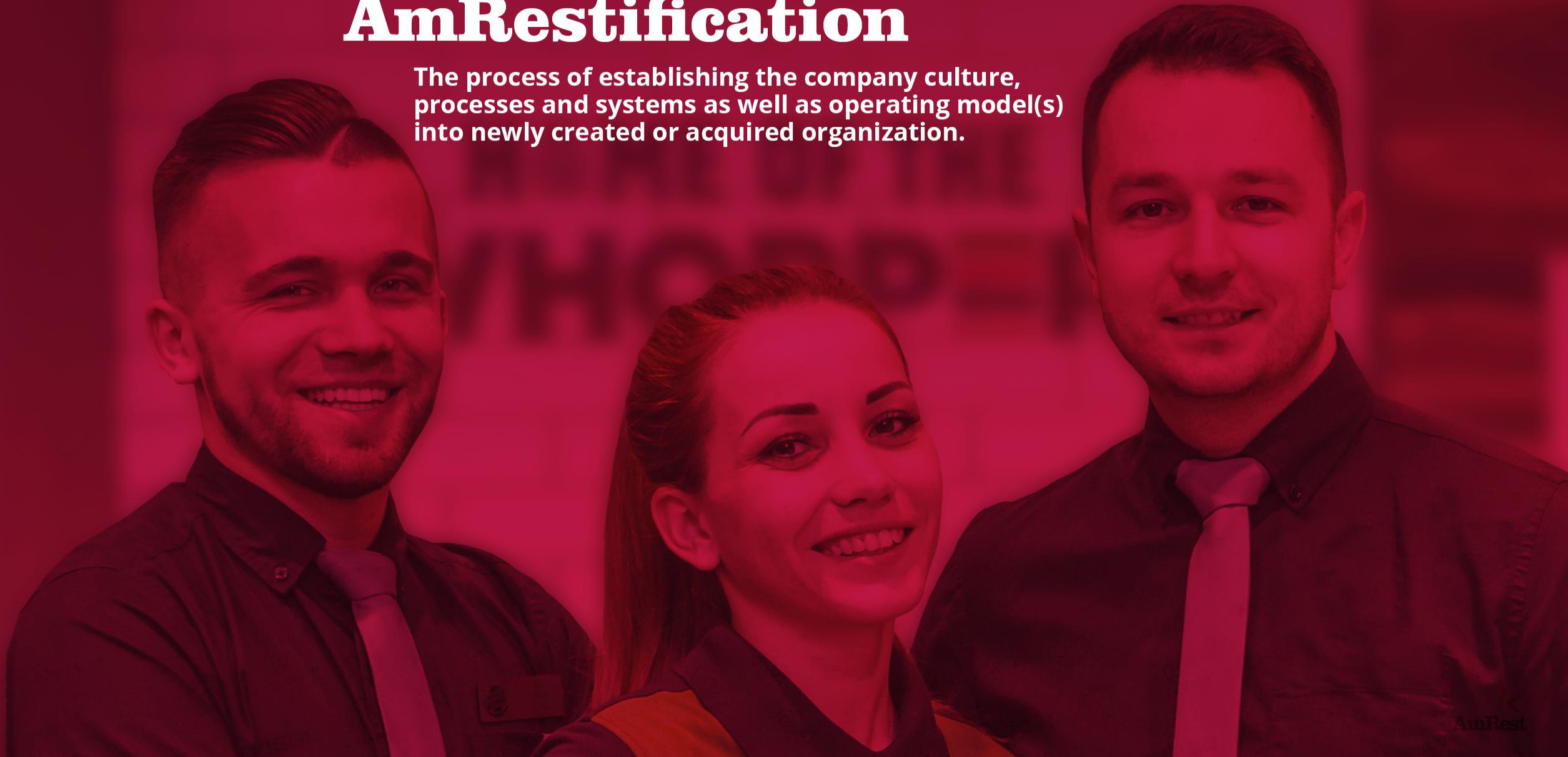
**Our Secret Recipe  
– Operational Flywheel**

**Our Key Priorities**



# Let's start with **AmRestification**

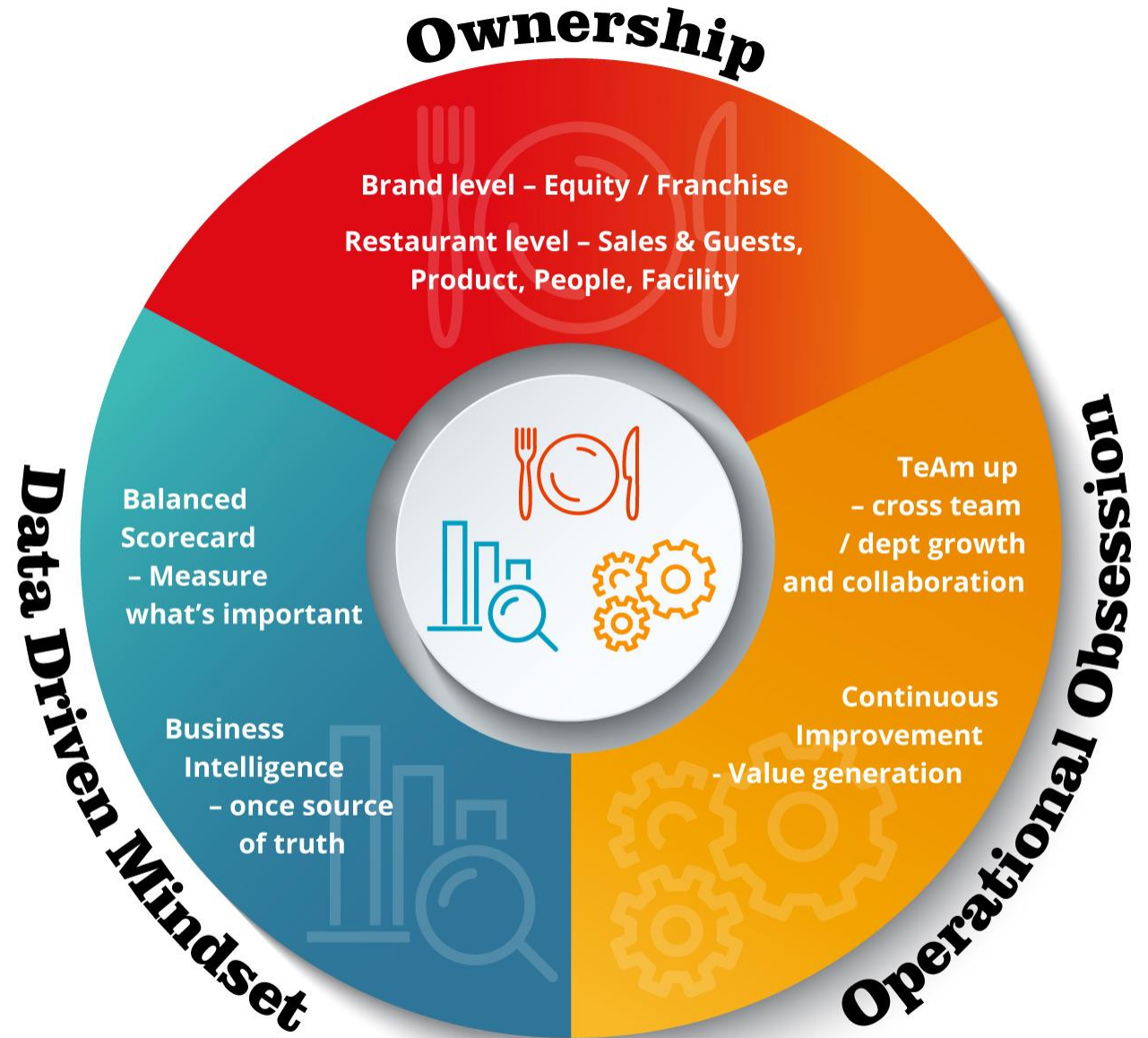
The process of establishing the company culture, processes and systems as well as operating model(s) into newly created or acquired organization.



# **Our Vision – where are we going?**

**Through the culture of Ownership,  
Data Driven Mindset and Operational Obsession  
we continuously benchmark, challenge and improve  
our Guests, Employees and Franchisees experience  
in order to become the best and the most profitable  
restaurant company in the world.**

**Our Culture  
is the glue  
that puts  
it all together...**





# Our Operational Strategy builds the strong foundation...

## Benchmark

Franchisees  
Peers  
Competition

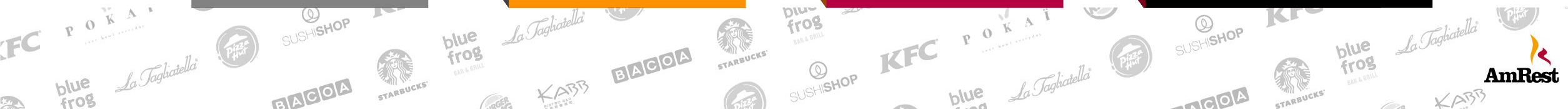
## Challenge

Industry  
Results  
Technology

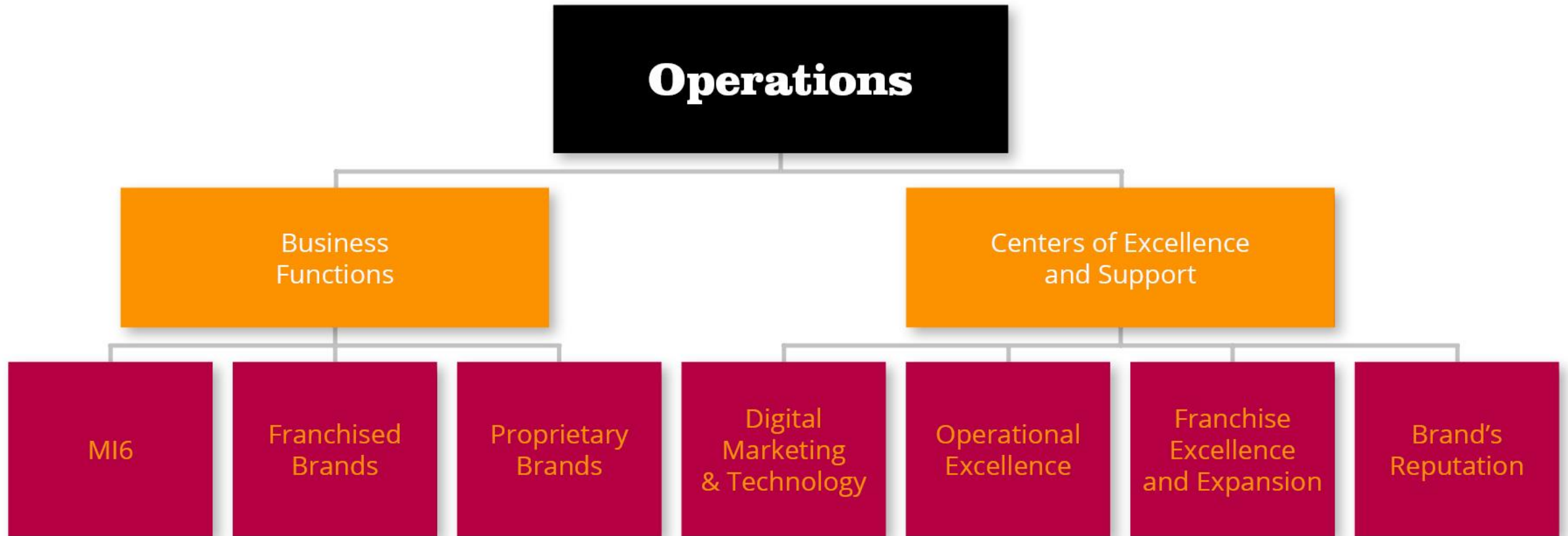
## Improve

Experience  
Value  
Quality

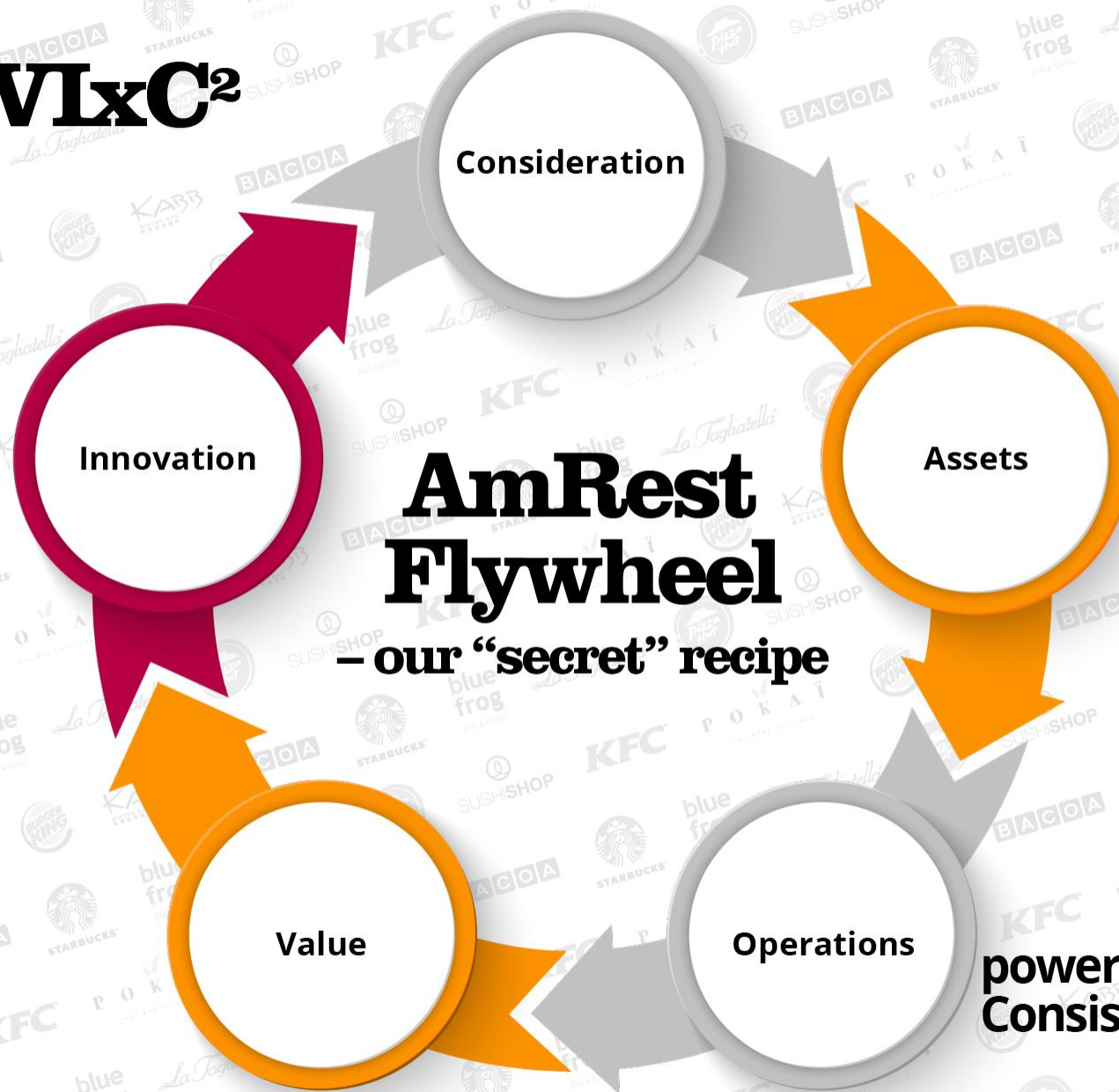
The Best  
& Most  
Profitable  
Restaurant  
Company



# Our Structure allows agile and aligned approach...



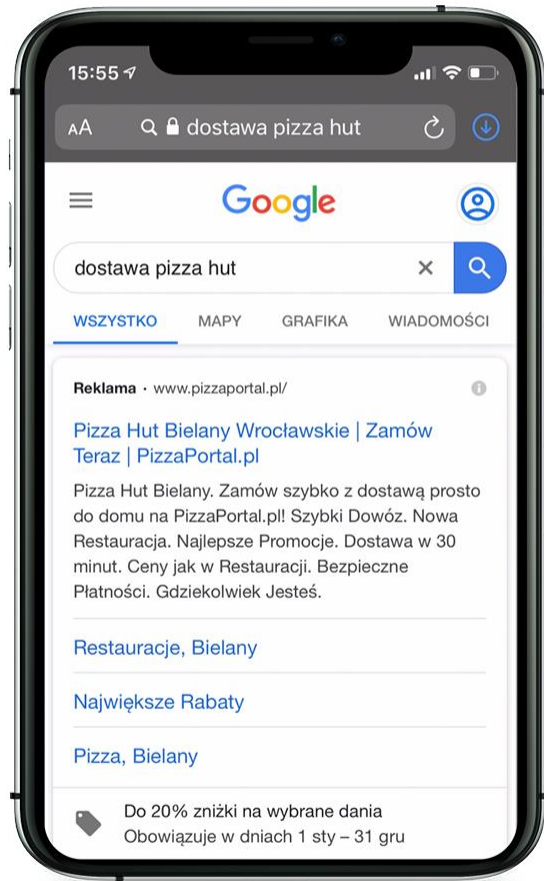
$$CE = CAOV \times C^2$$



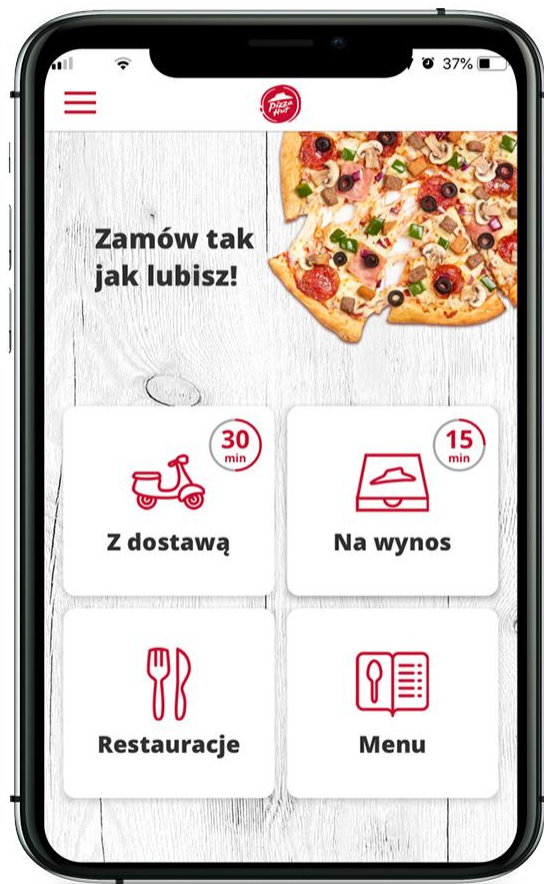
powered by  
Consistency and Coherence



# Consideration



# Assets



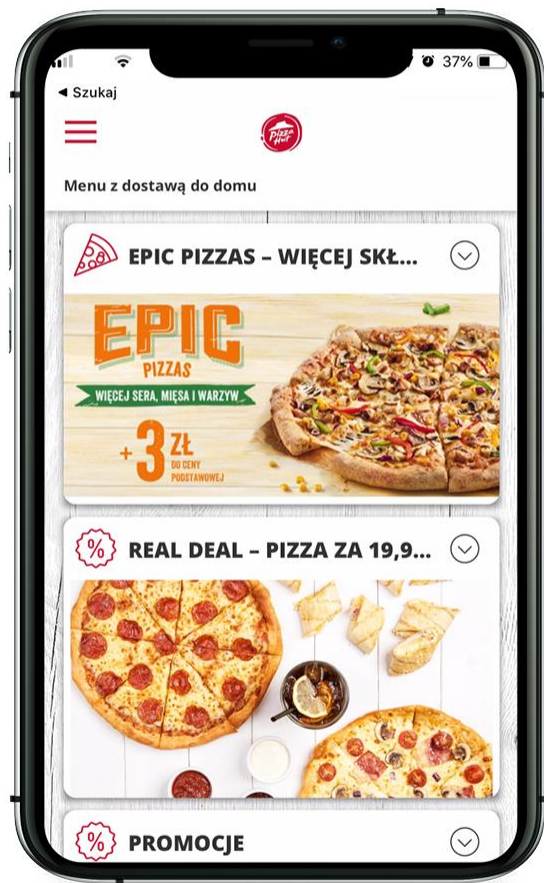


# Operations





# Value





# Innovation



— ROZGRZEWAJĄCE —

# SERY

Podwójny  
Grander  
Cheeser  
19<sup>95</sup>

Grander  
Cheeser  
14<sup>95</sup>

Qurrrito Cheeser  
STANDARD 12<sup>95</sup> GRANDE 15<sup>95</sup>

Zimowy  
Chatwa  
180 ml  
+3<sup>95</sup>

## GRANDER CHEESER

PODWÓJNY

## QURRITO CHEESER

GRANDE





A photograph of a kitchen staff, likely chefs, working in a professional kitchen. They are wearing dark uniforms and white chef hats. The image is heavily tinted with a red color. The text "The Multiplier Consistency & Coherence" is overlaid in white on the right side of the image.

# **The Multiplier Consistency & Coherence**



# Our Key Priorities 2019 - 2021

## Integration

- Western Europe
- Proprietary brands
- Support function

## Digitalization

- E-commercialization
- Omnichannel loyalty
  - OPS 3.0

## Expansion

- Strategic, flexible assets
- Committed and passionate franchisees
  - Virtual stores and brands



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