



# Sphera Franchise Group

## Investor & Analyst Call

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H1 2024 Results

30.08.2024

**KFC**



# Agenda for today's call

- 1 H1 2024 Highlights
- 2 Business updates
- 3 Brand performance
- 4 Q&A session



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Therefore, the final results achieved may vary significantly from the forecasts, and the variations may be material.



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# Welcome to SFG H1 2024 Results Call



**Călin Ionescu**  
Chief Executive Officer



**Valentin Budeș**  
Chief Financial Officer



**Monica Eftimie**  
Chief Marketing Officer



**Zuzanna Kurek**  
Investor Relations Officer



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# H1 2024 Results Highlights



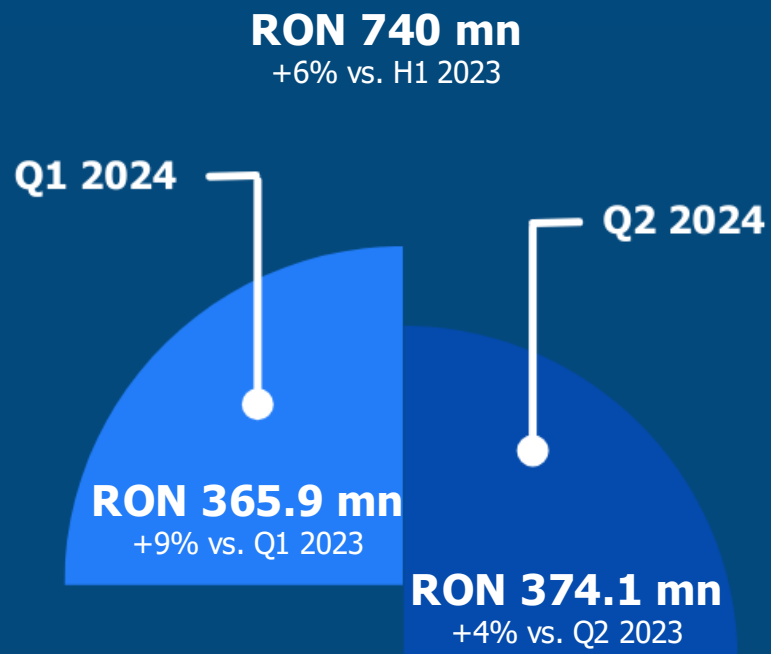
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# Key H1 2024 Highlights

excl. IFRS16

## H1 2024 Consolidated Sales



**RON 639.5 mn**  
+6.5% vs. H1 2023



**RON 644.6 mn**  
+8.2% vs. H1 2023



**RON 89.6 mn**  
+5% vs. H1 2023



**RON 53.1 mn**  
-9.9% vs. H1 2023



**RON 10.9 mn**  
+11.6% vs. H1 2023

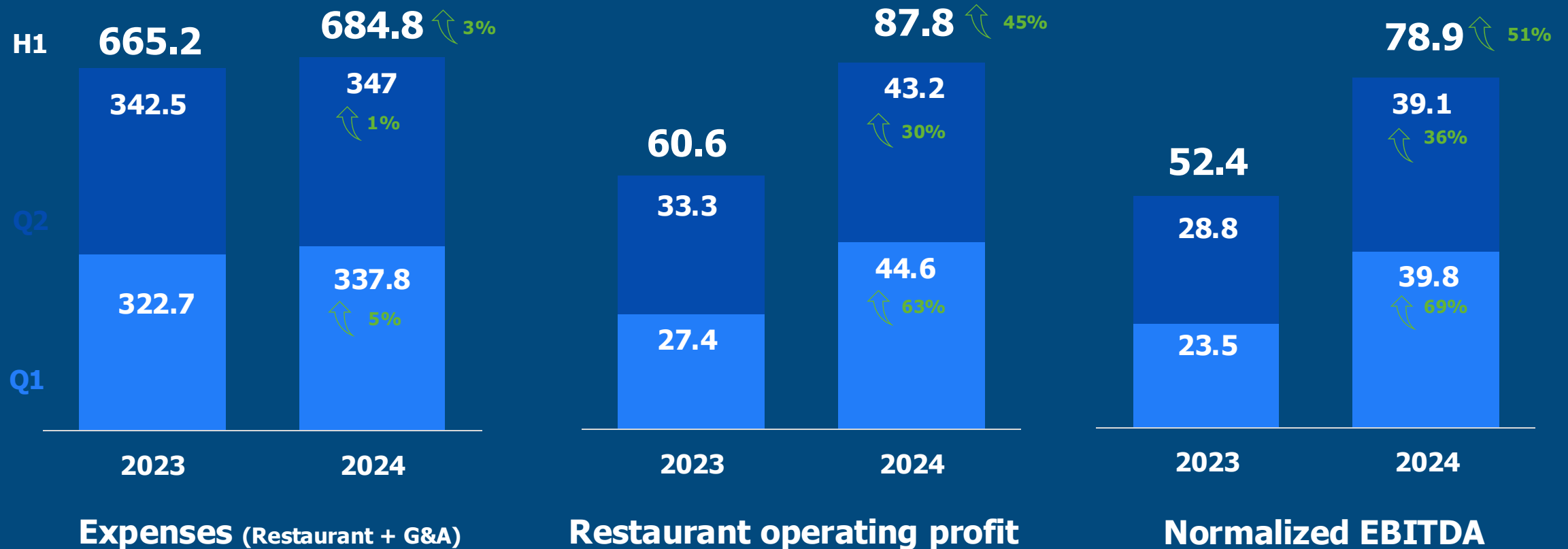


**RON 42.3 mn**  
+4% vs. H1 2023



# Evolution of key indicators

in RON m, excl. IFRS16





# Q2 2024 key financials

in RON m, excl. IFRS16

Data in RON'000	Q2'24	Q2'23	Y/Y %
<b>Restaurant sales</b>	<b>374,085</b>	<b>360,521</b>	<b>3.8%</b>
<b>Other restaurant income</b>	<b>247</b>	-	-
Restaurant expenses	331,173	327,265	1.2%
<b>Restaurant operating profit</b>	<b>43,159</b>	<b>33,256</b>	<b>29.8%</b>
General & Admin expenses	15,806	15,271	3.5%
<b>EBITDA</b>	<b>39,127</b>	<b>28,828</b>	<b>35.7%</b>
Operating profit	27,353	17,984	52.1%
Finance costs	2,596	3,180	-18.4%
Finance income	118	93	26.6%
<b>Profit before tax</b>	<b>24,876</b>	<b>14,898</b>	<b>67.0%</b>
Income tax expense	5,674	2,829	100.6%
Normalized profit for the period	19,202	12,069	59.1%
<b>Profit for the period</b>	<b>19,202</b>	<b>12,069</b>	<b>59.1%</b>

The best second quarter in the history in terms **sales, EBITDA and net profit.**

**Restaurant expenses** saw only a 1.2% increase YoY to RON 331.2 million, reducing their weight in sales with by 2pp YoY, down to 88.5%.

**Food and material costs** decreased 2.6% YoY, while the sales increased 3.8% YoY.

**EBITDA margin** boost with 2.5pp from 8% in Q2 2023 to 10.5% in Q2 2024.

The **operating profit** increased 52.1% YoY, to RON 27.4 million in Q2 2024.

The **net profit** increased 59.1% YoY, to RON 19.2 million in Q2 2024.





# H1 2024 key financials

in RON m, excl. IFRS16

Data in RON'000	H1'24	H1'23	Y/Y %
<b>Restaurant sales</b>	<b>740,009</b>	<b>695,580</b>	<b>6.4%</b>
<b>Other restaurant income</b>	<b>1,019</b>	-	-
Restaurant expenses	653,259	634,970	2.9%
<b>Restaurant operating profit</b>	<b>87,769</b>	<b>60,610</b>	<b>44.8%</b>
General & Admin expenses	31,564	30,261	4.3%
<b>EBITDA</b>	<b>78,907</b>	<b>52,351</b>	<b>50.7%</b>
Operating profit	56,205	30,349	85.2%
Finance costs	5,235	6,231	-16.0%
Finance income	174	1,036	-83.2%
<b>Profit before tax</b>	<b>51,144</b>	<b>25,153</b>	<b>103.3%</b>
Income tax expense	10,492	5,740	82.8%
Normalized profit for the period	40,652	19,413	109.4%
<b>Profit for the period</b>	<b>40,652</b>	<b>19,413</b>	<b>109.4%</b>

The best first semester in the history in terms **sales, EBITDA and net profit.**

**Restaurant expenses** saw a moderate, 2.9% increase YoY to RON 653.3 million, reducing their weight in sales with by 3pp YoY, down to 88.3%.

**Food and material costs** maintained the same value as in H1 2023, of RON 232.9 million, decreasing their weight in sales with 2pp.

**EBITDA margin** boost with 3.2pp from 7.5% in H1 2023 to 10.7% in H1 2024.

The **operating profit** increased 85.2% YoY, to RON 56.2 million in H1 2024.

With the growing scale but also continued focus on operational efficiencies and profitability, with a 6.4% increase in the turnover, the Group managed to more than double its **net profit** to RON 40.7 million.



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# Business updates

DELIVERED **HOT**

# Business



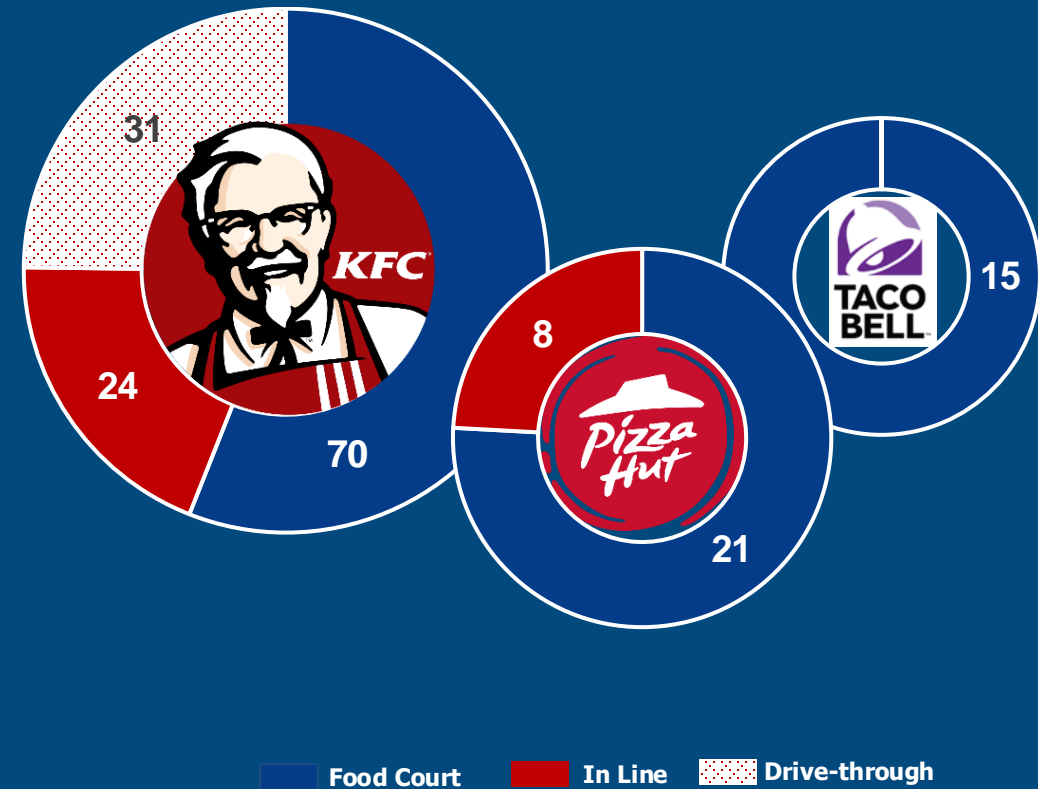
In Q1 2024, Sphera opened 1 new restaurant – a KFC drive-thru unit in Sibiu, Romania. The restaurant is located at 39 Calea Surii Mari and is the 4th KFC location in Sibiu. At the same time, in January 2024, five Pizza Hut restaurants in Romania were closed, as part of the process of streamlining the restaurant network initiated in 2023.

In Q2 2024, Sphera opened 2 new KFC restaurants – a food-court in Arges Mall in Pitesti and a drive-thru unit in Hunedoara.

As of June 30<sup>th</sup>, 2024, Sphera Franchise Group operated 170 restaurants: 105 KFC restaurants in Romania, 2 in Moldova and 18 in Italy, as well as 29 Pizza Hut restaurants, 15 Taco Bell restaurants, and one PHD sub-franchise.

So far, in Q3 2024, Sphera opened 2 new KFC drive-thru restaurants – one in Sinaia, and another one in Craiova and closed one PH restaurant in Cluj.

### Network as of 30.06.2024



NOTE: 1 PHD sub-franchise not included above.

# Capital markets



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## H1 2024 evolution share price vs. market



SFG: **+47.1%**

SFG-TR: **+51.2%**

Liquidity: **+448% YoY**

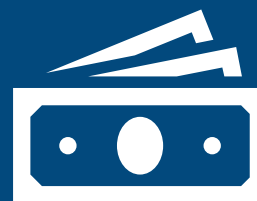


BET: **+18.7%**

BET-TR: **+25.2%**



Second market  
maker agreement,  
with BRK



RON 1.05 gross dividend per share paid in June  
2024; intention for distribution of  
supplementary dividend in H2'24



Completed Stage 1 of  
share buyback,  
repurchasing **33,888**  
shares between 12-19.06

# Marketing KFC



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**KFC**  
**STAR**  
**BURGER**  
RECOMANDAT DE  
*Ingredientele lui,*  
NU DE CHEFI



Sugestie de prezentare. Oferta este valabilă în limita stocului disponibil, în perioada aprilie - mai 2024, în toate restaurantele KFC din România, cu excepția celor din cadrul benzinelor partener.

**KFC**  
**CHEESY**  
**ZINGER**  
**BURGER**  
CHEESY ȘI CRISPY, ÎNTR-UN BURGER  
DUPĂ CARE TE TOPEȘTI



Sugestie de prezentare. Oferta este valabilă în limita stocului disponibil, în perioada 30 mai 2024 - 26 iunie 2024, în toate restaurantele KFC din România, cu excepția celor din cadrul benzinelor partener.

**KFC**  
PUNE-ȚI POFTA-N PUI CU  
**MARTI**  
**BUCKET**



**27,90**  
**LEI**  
20 HOT WINGS®

Sugestie de prezentare. Oferta este valabilă în limita stocului disponibil, doar în zilele de marți, în perioada 11 iunie - 9 iulie 2024, în restaurantele KFC din România, cu excepția celor din cadrul benzinelor partener și a serviciului Delivery. Hot Bucket nu este disponibil în zilele de marți.

# Marketing Pizza Hut



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DE **30** CÂND SPUI PIZZA,  
DE ANI SPUI PIZZA HUT.  
VOTĂȚĂ CEA MAI GUSTOASĂ  
PIZZA DIN ROMÂNIA\*



\*Conform unui studiu în rândul a 1000 de respondenți care au încercat Pizza Hut, eșantion reprezentativ național la nivel urban, realizat în perioada 3-10 aprilie 2024. Studiu cantitativ tip CAWI cu eroare de eșantionare de +3.1% pentru un nivel de încredere de 95%.

PIZZA HUT FACE CINSTE CU **30 000 €**  
& **30 000 PIZZE**

ÎNSCRIE BONUL TĂU PE PIZZAHUT.RO



**30** de ani Pizza Hut

Campania promoțională este valabilă în perioada 13.06.2024 - 21.08.2024, în toate restaurantele Pizza Hut de tip Dine-In, Delivery și Pizza Hut Express din România, incluzând serviciile de kiosk, qr order, site & mobile app, call-center și agregatori, la achiziționarea oricăror produse din meniu, în valoare de minim 30 de lei. Consultă regulamentul campaniei promoționale disponibil gratuit pe [www.pizzahut.ro/promo](http://www.pizzahut.ro/promo). Valoarea comercială a premiilor este de xxxxx lei (valoare brută, incluzând impozitul cu reținere la sursă). Imaginile produselor și premiilor sunt redată exclusiv cu titlu de prezentare.



OFERTA PENTRU  
MECIURI ÎMPREUNĂ

Primești două beri  
pentru orice pizza medie



Oferta disponibilă în perioada 13 iunie - 17 Iulie 2024, doar pentru comenzi cu serviu la masă, în restaurantele Pizza Hut de tip Dine-In. La achiziționarea oricărei pizza cu blat Clasic sau Pan de Alina sau medie, din meniul standard disponibil în toate România, Europa, Spain, Mexico, Peppersi, Quatro Stagioni și Luna, se oferă din partea casei două beri la alegere la cost de 200 ml. Oferta nu este aplicabilă în zilele disponibile și nu se cumulează cu alte promoții sau reduceri oferite în deservire.

MASA PENTRU CEL MIC  
NU TE COSTĂ NIMIC

CÂND COMANZI O PIZZA MEDIE SAU MARE,  
CEL MIC ARE PIZZA SAU PASTE DIN PARTEA CASEI.

Oferta disponibilă doar pentru comenzi cu serviu la masă sau la pachet doar în restaurantele de tip Dine-In. La orice achiziție de pizza medie sau mare, pe orice tip de blat, copilul și se oferă din partea casei la alegere, o pizza Margherita de dimensiune mică pe blat Clasic sau Pan de Alina sau o porție de Pastă Bologna sau un juron și o jucărie în limita stocului disponibil. Oferta nu se cumulează cu alte promoții sau reduceri oferite în deservire și este disponibilă pentru copii cu vârsta de până la 14 ani.



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# Marketing Taco Bell

TACO BELL

ANUL ȚSTA SE POARTĂ  
CU BACON ȘI BRÂNZĂ

**10.00 LEI**

**LIL Cheesy Bacon QUESADILLA**

Sugestie de prezentare. Oferta valabilă în perioada 28 martie - 12 iunie 2024, în toate restaurantele Taco Bell din România. Produsele sunt disponibile în limita stocului.

LIVE MĂS ÎN VALURI  
DE CULORI CU

**MILKSHAKES**

STRAWBERRY

CARAMEL

Made with **Smarties**

BUBBLE GUM

TACO BELL

BUGETIE DE PREZENTARE. PRODUSE DISPONIBILE ÎN TOATE RESTAURANTELOR TACO BELL DIN ROMÂNIA, ÎN LIMITA STOCULUI DISPONIBIL.

**MĂS MENU**  
PREA COOL CA SĂ-L RATEZI

**19,90 LEI**

FREE REFILL

TACO BELL

LIVE MĂS

TACO BELL

BUGETIE DE PREZENTARE. OFERTA DISPONIBILĂ DE LUNI PÂNĂ VINERI ÎN RESTAURANTELOR TACO BELL DIN ROMÂNIA, CU EXCEPȚIA CĂROR ÎN BUGETULUI PRODUSE DISPONIBILE ÎN LIMITA STOCULUI.



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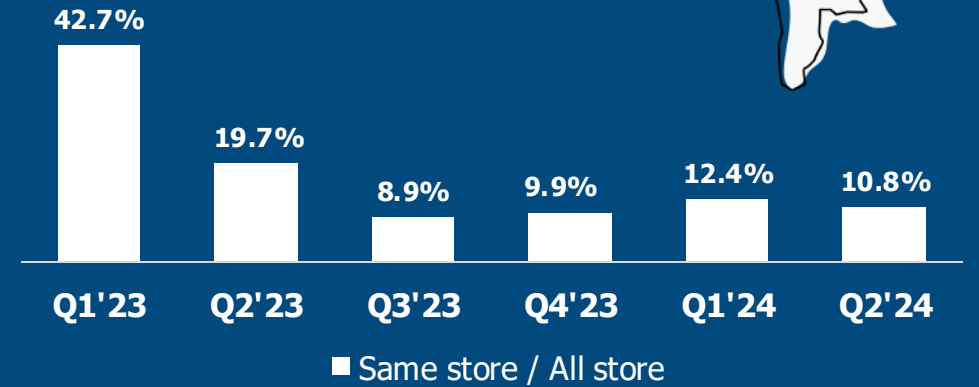
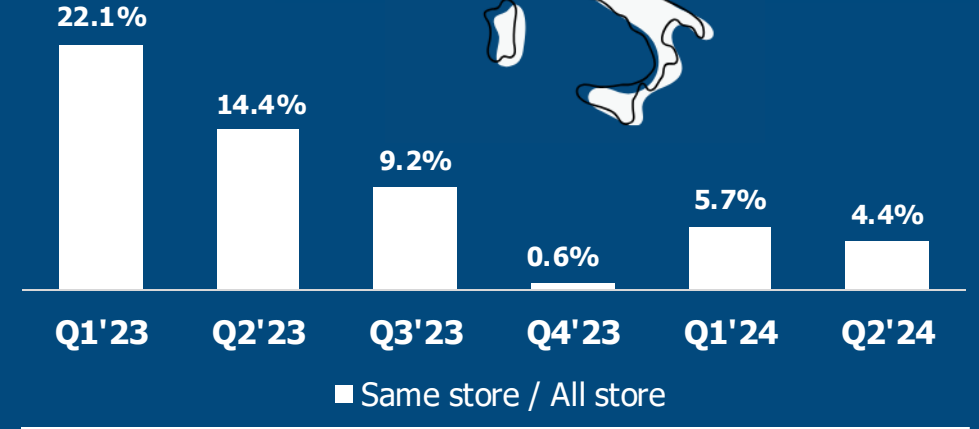
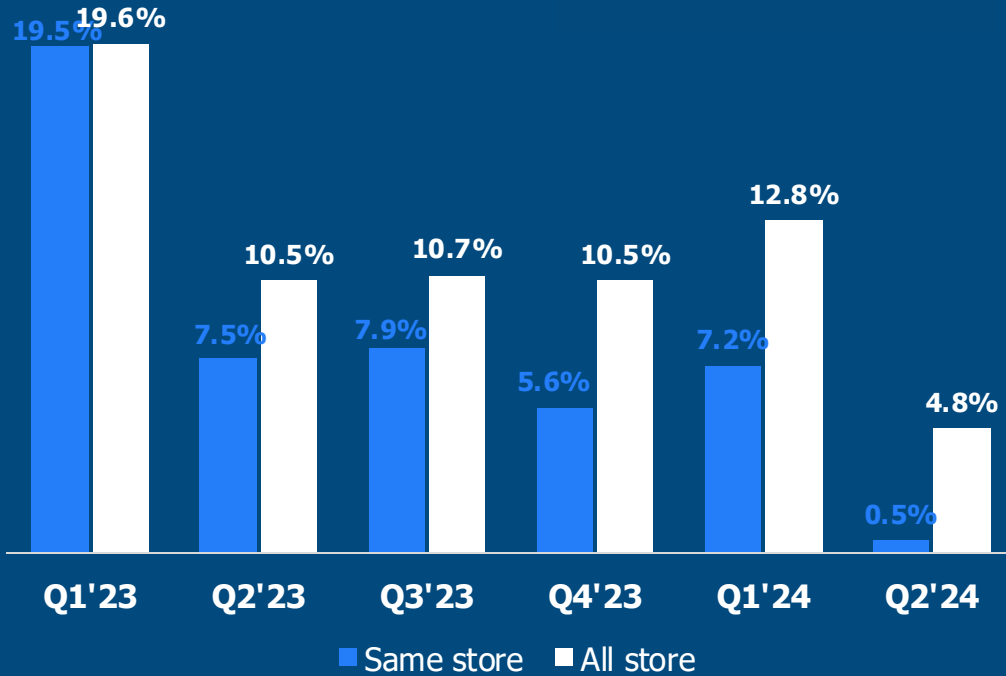
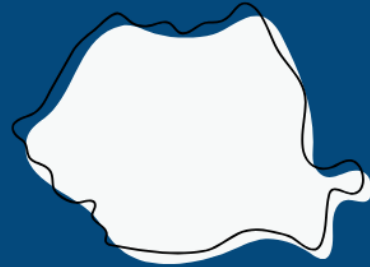


# Brand performance

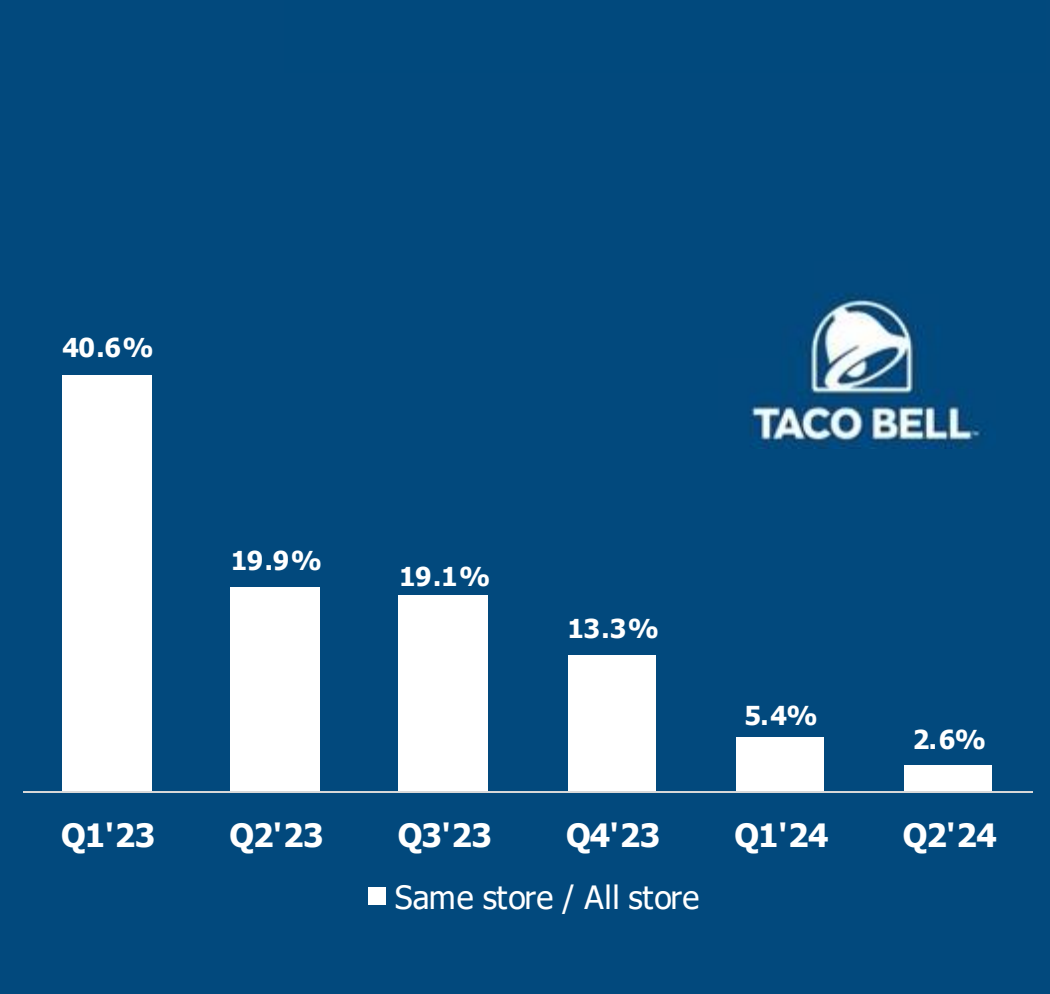
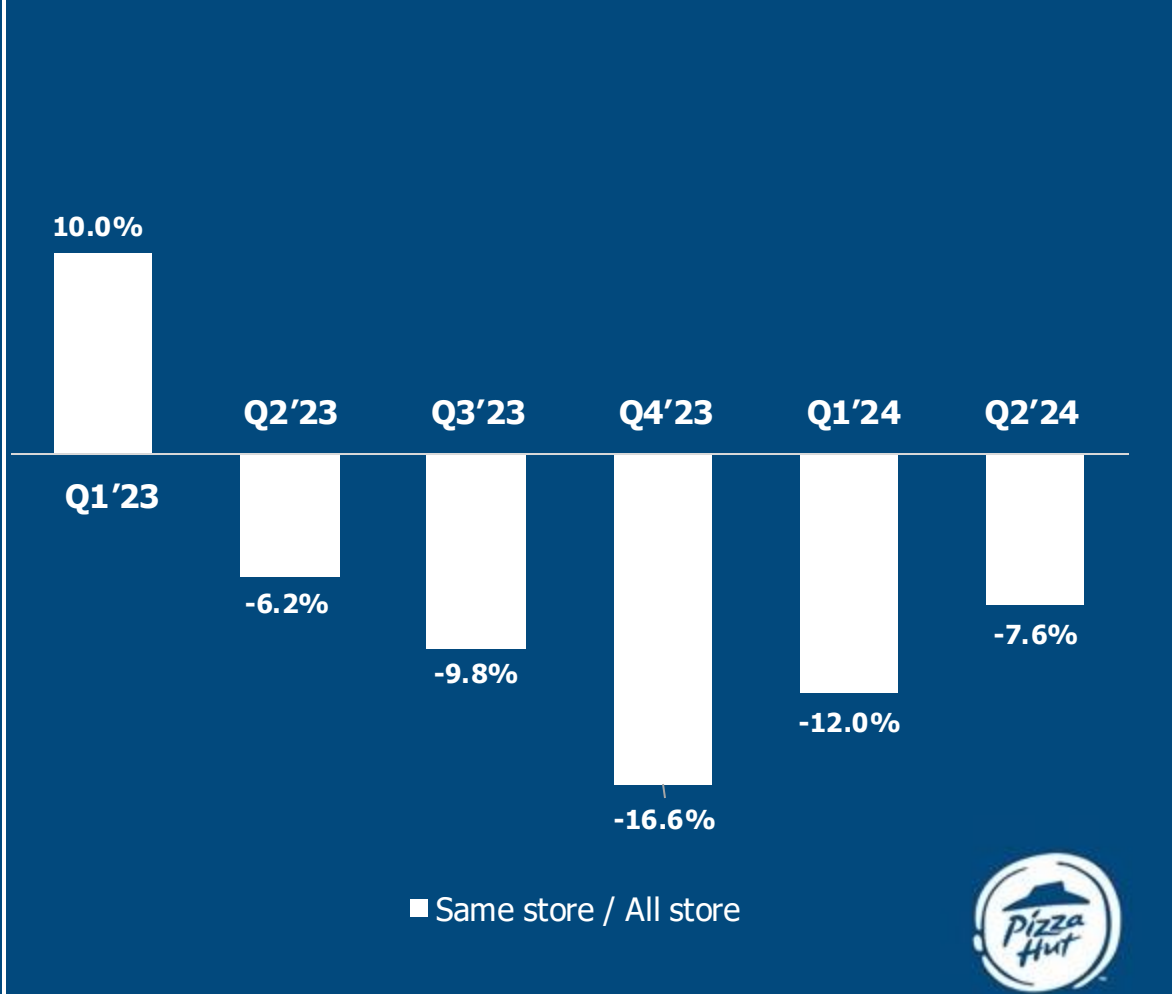


# Sales brand performance: KFC

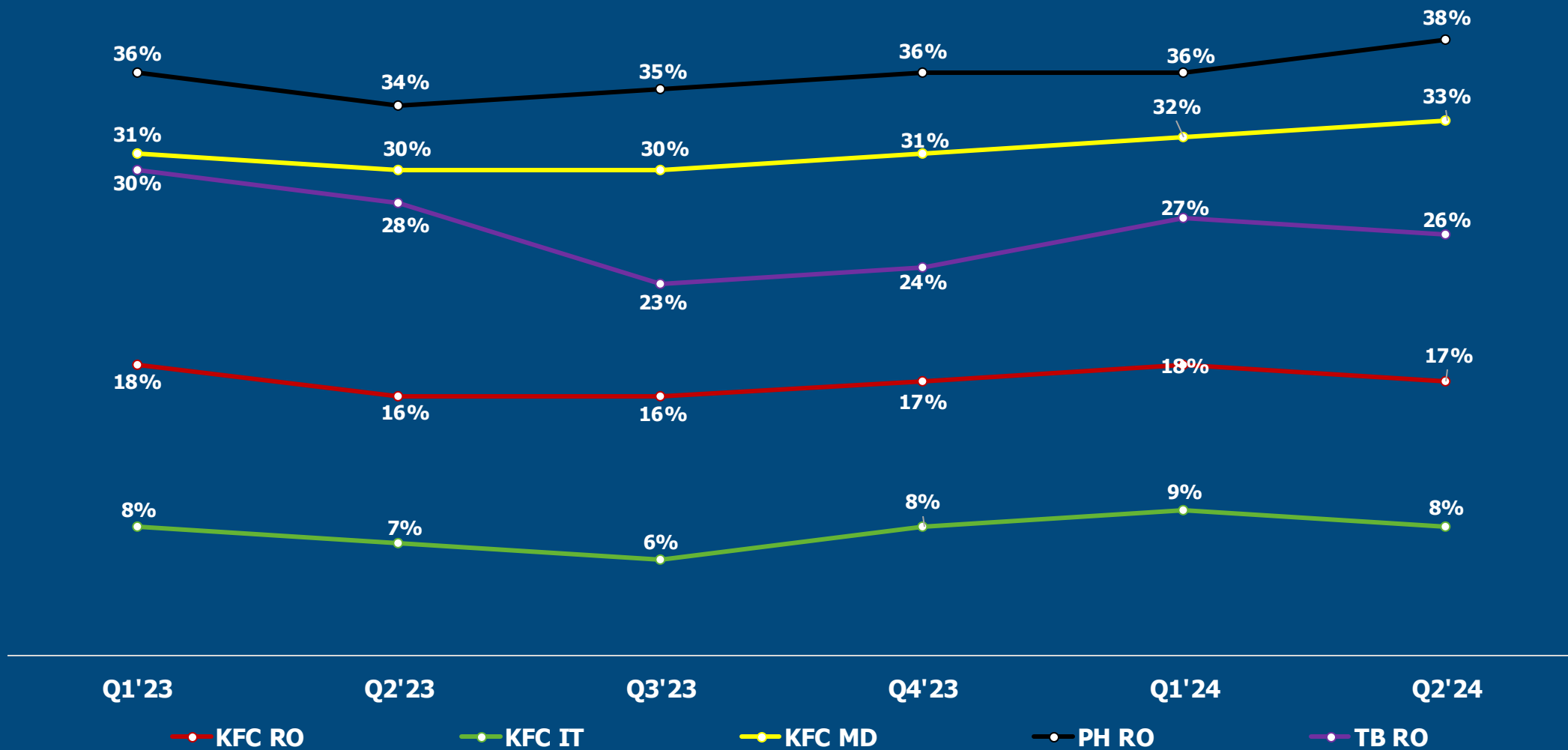
**KFC**



# Sales brand performance: Pizza Hut & Taco Bell



# Evolution of orders for delivery





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TACO BELL

# Q&A session



S P H E R A

**KFC**



# Thank you for joining us!

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Sphera Franchise Group's consolidated H1 2024 results are available for download on our website: [www.spheragroup.com](http://www.spheragroup.com).

The recording of this conference call will be available on our website shortly.

For any follow-up questions related to Sphera Franchise Group's activity on the Bucharest Stock Exchange, please contact **Zuzanna Kurek**, IRO, at: [investor.relations@spheragroup.com](mailto:investor.relations@spheragroup.com).