

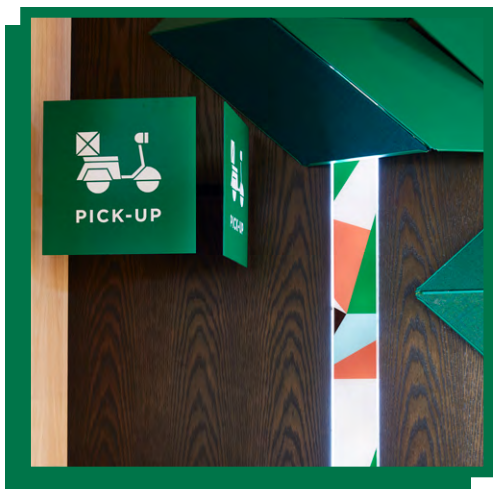
FRANCHISING.
DONE DIFFERENT.





MOTTO MEANS MORE





THE JAPANESE KITCHEN REIMAGINED

Motto Motto was born out of the kitchen of one of Australia's most awarded Japanese restaurants, Sono.

We take the best parts of traditional Japanese fine dining and reimagine them in a casual & contemporary restaurant environment to deliver a truly unique food experience.

Motto Motto is a new standard in fast casual dining, it's the Japanese kitchen reimaged.



JAPANESE KITCHEN





OUR FOOD PHILOSOPHY

Motto Motto Grade is the philosophy by which we define ourselves each and every day. It's a new standard in food, the relentless passion to be better, to achieve more, to be a cut above.

From the premium ingredients in our kitchen, to the beautifully crafted signature dishes we lovingly serve – like our cooked to order premium grade Wagyu beef, sashimi grade salmon, tuna and kingfish and our famous ramen super broth.

Motto means more.

OUR BRAND

MORE

Our name says it all – ‘more more’. More quality, more care, more craft, more delicious...the list goes on. The concept of ‘more’ is at the heart of everything we do. And we will never be happy with anything less.

QUALITY

We’re passionate about the quality of our food and service. We strive for five-star quality in a casual environment – and near enough is never good enough.

UNIQUE

What we do, how we operate and what we create is unique – there is no one like us.

GENUINE

We build on tradition and passion to create something served in a real way with genuine care.



TEAM MOTTO

WILLIAM LIU

FOUNDER & CHIEF EXECUTIVE OFFICER

Motto Motto's Founder and Chief Executive Officer, William has over 15 years experience as a Brisbane hospitality entrepreneur. Most notably, William acquired Sono Japanese Restaurant in Brisbane CBD in 2005 where he led a turnaround of the brand to transform the business into a hospitality icon.

The Sono brand expanded to their flagship location in 2007 to Hamilton's Portside Wharf, where it became a multi-award winning restaurant. As a qualified accountant who holds a Bachelor of Commerce from the University of Queensland, William leads the executive team at Motto Motto whilst steering the brand's growth plans around the country.

William lives in Brisbane's south with his wife Kathy and their two young sons, Alex and James.

RYUJI TOMIHARA

EXECUTIVE CHEF

Hailing from the top restaurants in Tokyo's glitzy Ginza, Ryuji began his career in Brisbane as a sushi chef at Sono Japanese Restaurant in 2008.

He has since worked his way to become the General Manager & Executive Chef at Sono, and is the creative mind behind the dishes at Motto Motto.

Ryuji is based in Brisbane's North with his wife and daughter.

LISA YAO**CHIEF FINANCIAL OFFICER**

Lisa first joined William when he acquired Sono in 2005, and brings a wealth of experience in the finance sector, having worked with many start-up brands - to now being responsible for the entire organisation's administration and finances.

Leading the franchise support office and the group's corporate services, Lisa has a dedicated team of Account Officers and an Administration Manager, and holds a Bachelor of Commerce (Accounting) from the University of Queensland.

Lisa resides in Brisbane's south with her husband Benny and their two daughters Caitlin and Claire.

MATT FICKLING**CHIEF OPERATING OFFICER**

Lured from burgers to bentos in 2019, Matt made the move north to Motto Motto after leaving his CEO post at Melbourne burger brand, Huxtaburger.

With responsibilities for brand and marketing, franchising, supply chain and operations functions, Matt was appointed to assist with the groups ambitious growth plans.

Originally from Western Australia and having lived 5 years in Melbourne, Matt now enjoys the Sunshine State with his sausage dog, King Henry.

OWNERSHIP OPPORTUNITY

As a Motto Motto Owner Operator, you're part of an innovating and unique brand; and benefit from a new age and compelling franchise that is built on doing franchising differently.

- †† Our multi-million dollar central production kitchen located in Brisbane's north reduces the need for skilled labour in all our restaurants. A team of chefs prepare all the sauces, meats and vegetables used in every dish to reduce and alleviate the need for skilled labour, ensure ease of operations and training, secure product consistency and increase barriers for competition.
- †† Our **Executive Chef** specialises in Japanese fine dining; having worked across the top restaurants in Ginza, Tokyo and leads one of Australia's most awarded Japanese restaurants, Sono.
- †† We provide **automatic** franchise term renewals.
- †† We offer a unique '**franchise buyback guarantee**'. All of our greenfield opportunities come with a buy-back guarantee to reduce your risk and increase your potential return on investment.
- †† We provide a **turnkey establishment** cost for your restaurant - no nasty cost overruns or variations during start-up.
- †† We have **experienced executives** across marketing, franchising, supply chain, operations, finance and menu innovation that will keep your restaurant fresh and exciting.
- †† We will provide you a custom built state of the art Business Intelligence System and inventory system that will give you day-to-day and hour-to-hour insight into the main revenue and cost drivers to protect your restaurants profit.
- †† We provide low **franchise royalty fees**.



OPERATIONS, TRAINING AND SUPPORT

As a Motto Motto Owner Operator you will be supported by our industry-leading franchise team, who share a commitment to operational excellence and business success.

Our franchise business is led by our passionate Founder & CEO William Liu and his senior executive team across operations & training, finance, marketing, franchising and menu innovation.

You will receive hands-on experience with initial & ongoing restaurant training, menu & product development, supply chain solutions, marketing assistance as well as proven processes and ongoing mentoring to make your restaurant a success!

BRAND AND MARKETING

Motto Motto has a strong visual identity and an excellent marketing program. The marketing team engages talented creative agencies to assist in promoting the brand and drive customer engagement.

As an Owner Operator, you will benefit from national brand campaigns, sophisticated social media strategies, digital advertising, membership & loyalty programs and strategic communications to attract new customers and increase existing customer visitation.

The brand & marketing team assists restaurants to deliver strategic local area marketing campaigns to promote new restaurants and build a local following in the local area.







DO YOU MAKE THE MOTTO MOTTO GRADE?

Our Owner Operators have a passion for doing MORE. People who want to set a new standard in food, have a relentless desire to be better, achieve more, to be a cut above.

Experience in leadership and hospitality is ideal, but we want people with an entrepreneurial spirit, a hospitality heart and a brain for business.

FRANCHISING DONE DIFFERENTLY

Motto Motto means more.

We're on a mission to make our mark in the franchising world - we provide a competitive and rewarding business opportunity without any hidden nasties.

As an Owner Operator, you will benefit from a compelling offer built on transparency, differentiation & unparalleled support.

We're here to help you every step of the way.



YOUR JAPANESE LOCAL

FACEBOOK

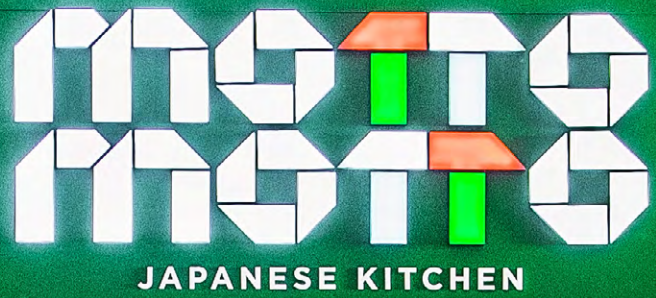
@MottoMottoJapanese

INSTAGRAM

[@mottomotto_japanese](#)

WEBSITE

mottomotto.com.au



MOTTO MOTTO JAPANESE KITCHEN



KEY INFORMATION

YEAR ESTABLISHED

2014

ESTABLISHMENT COSTS

Starting from \$500,000

ONGOING COSTS

Royalty fee 4%

Marketing fee 1%

Technology fee 0.5%

FRANCHISE AGREEMENT TERM

5 + 5 years

CURRENT RESTAURANTS

10

