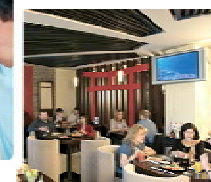
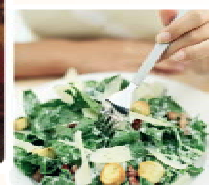
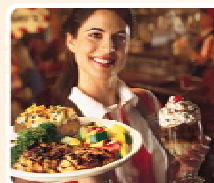




ROSINTER RESTAURANTS HOLDING

From our heart to your plate, it is our honor
to serve you everywhere





- «Rosinter Restaurants Holding» is included into the structure of «Rostik Group» corporation.
- The corporation started in 1981 with the company Rostik International and has grown to a group of enterprises with operations all over Russia, CIS, Central Europe and Baltics.
- The group has operations in the Casual dining and in the Quick Service restaurant businesses among other activities:
 - ✓ **Rosinter Restaurants Holding**, casual dining restaurants chain: IL Patio, Planet Sushi, American Bar&Grill, Sibirskaya Korona, T.G.I. Friday's, Benihana, Costa Coffee, 1-2-3 Cafe, etc.
 - ✓ **ROSTIK'S-KFC**, a quick-service restaurant chain;
 - ✓ **Carlson Tourism**, a travel agency;
 - ✓ **CorpEstate**, real estate and logistics
 - ✓ **Plenia**, a health and wellness hypermarket



VISION, MISSION, VALUES

OUR VISION:

- From our heart to your plate, it is our honor to serve you everywhere.

OUR MISSION:


- To maximize company value by anticipating and satisfying the needs of our customers and by developing profitably our great branded restaurants to their growing market potential.

OUR VALUES:

- **Live!**
...moreover, live well! To enjoy work, leisure, communication with family and friends, to explore the world and to be successful!
- **Care!**
...everything is done for people! Best service, quality and atmosphere – for our guests. Care, respect and appreciation – for our employees.
- **Grow!**
...victory in a simple word! To think, promote ideas, expand, prosper and be a leader!

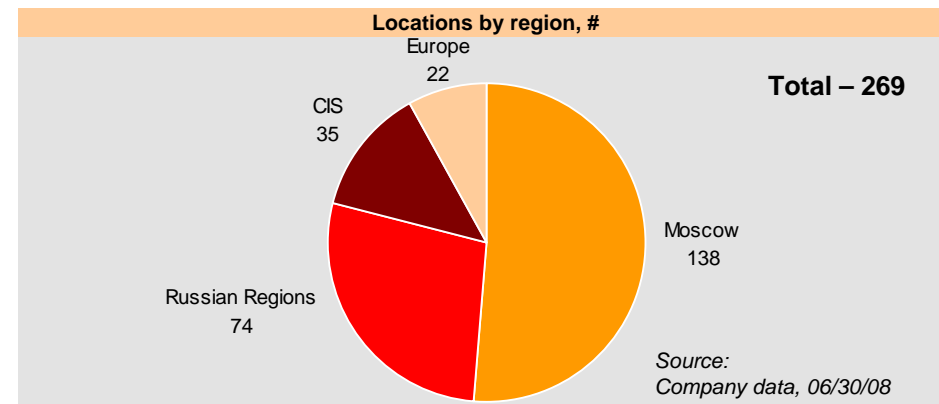
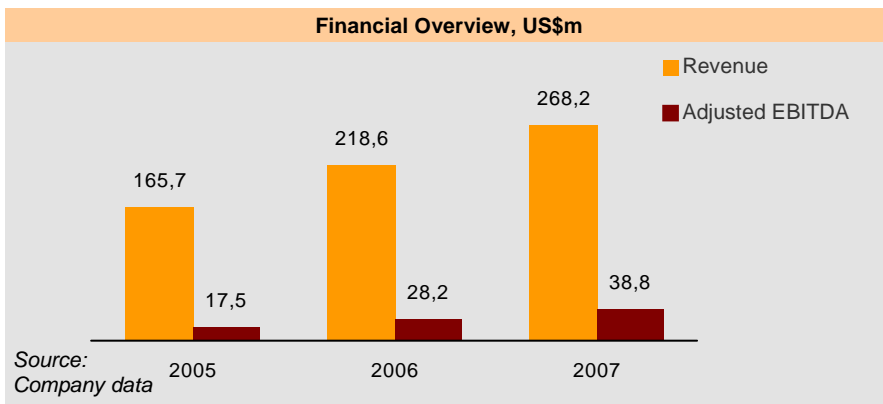


SNAPSHOT

Market Segment	Casual Dining Restaurants
Market Position	#1
Key brands	
Number of Restaurants	269 restaurants of which 72 are franchised and 1 – Costa Coffee ¹
Average check (2007)	38\$ by check (US\$21 by guest)
Total floor area (m²)	62,800 for corporate restaurants and 18,600 for franchised restaurants ²
Number of clients served	Approx. 13.6 million in 2007 (approx. 37,300 per day) ²
Employees	Approx. 7,700 employees ²

¹ as of 30th June 2008

² as of 31st December 2007



LONG STANDING EXPERIENCE AND TRACK RECORD



1990–1996 Launch	1997–2000 Growth in spite all	2001–2003 Consolidation	2004–2005 Regional expansion	2006–Present Sustained growth
<ul style="list-style-type: none"> First restaurants opened: El Rincón Español (Red Square), Le Chalet, IL Patio, Rostik's, Santa Fe, American Bar & Grill and Cafe des Artistes 	<ul style="list-style-type: none"> Acquisition of T.G.I. Friday's rights for Russia, CIS, Baltic countries and Finland Planet Sushi introduced in Moscow 	<ul style="list-style-type: none"> Opened new brand – Moka Loka Opened T.G.I. Friday's in Sheremetyevo II airport, Moscow First franchisees 	<ul style="list-style-type: none"> Opened first 1-2-3 Café in Moscow Opened first combo-restaurant 	<ul style="list-style-type: none"> Russia's first loyalty co-branding program – MALINA™ Separation of Rostik's (QSR) business IPO of Rosinter Restaurants Holding (RTS, ticker ROST) First Costa Coffee opened in Russia



OUR GEOGRAPHY



Presence in 30 cities in:

- Russia
- Ukraine
- Kazakhstan
- Belarus
- Poland
- Latvia
- Hungary
- Czech Republic
- Estonia



Exclusive development rights for T.G.I.Friday's:

- Russia, Ukraine, Belarus, Kazakhstan, in the Baltic States (Estonia, Latvia, Lithuania) and in Central Europe (Austria, Poland, Czech Republic, Hungary, Slovenia, Slovakia, Romania, Croatia, Macedonia, Bulgaria, Serbia and Montenegro)

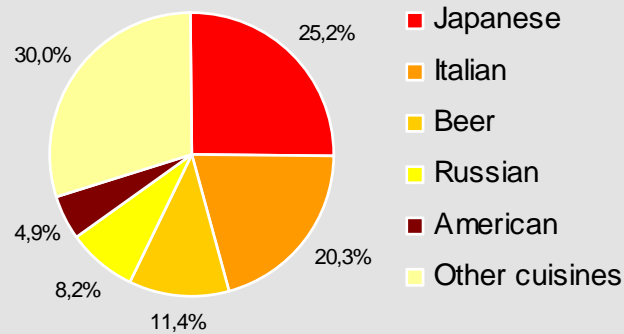
1 as of 30th June 2008



ROSINTER IS THE MARKET LEADER IN MOSCOW

- Most developed and competitive market
- Moscow represents 1/3 of Russia's restaurant market in terms of revenues
- Chains are growing faster than individual restaurants

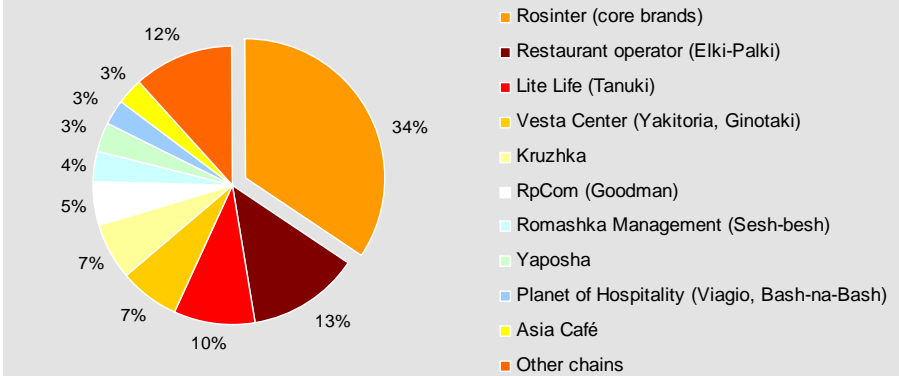
Moscow* Restaurant Market Count by Cuisine (2007)



Source: Business Analytica, December'07

* Moscow within city's boundaries

Moscow Casual Dining Chains (*) Market in 2007

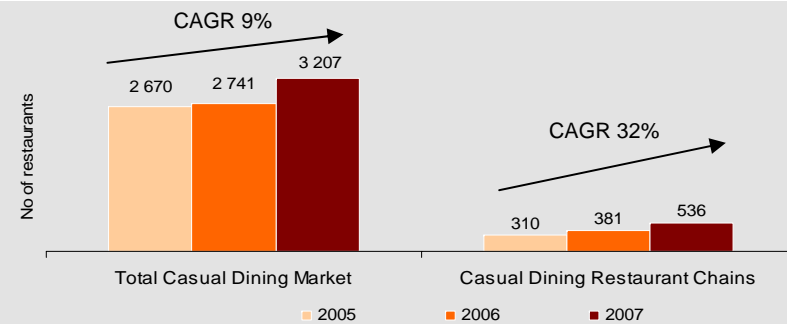


* by number of outlets

* Market share measured for chains with 3 or more outlets; previously it was calculated for 2 outlets or more

Source: Business Analytica, December'07

Chains vs. Total Casual Dining (Moscow*)



Source: Business Analytica, December'07 (estimation)

* Moscow within city's boundaries



OUR PARTNERS

The companies forming part of Rosinter Restaurants Holding maintain partner relations with major Russian and foreign companies, financial institutions, mass media, state and administrative agencies:

- Alfa Bank
- AND Project
- Belaya Dacha
- British American Tobacco
- BSGV
- Business Analytica
- Carlson Restaurants Worldwide Inc.
- Citibank
- Credit Europe Bank
- CROC
- Data Krat-E
- Electrolux Professional
- Expobank
- Henny Penny Corporation
- In Depth
- Independent Media
- Initiative
- INKAKHRAN
- International Moscow Bank
- MDM Bank
- Raiffeisen Bank
- Rusbrand
- Russian Standard Bank
- Sberbank of Russia
- Stroycredit Bank
- Sun InBev
- The Coca-Cola Company
- TopS Business Integrator
- UCS Company
- UniCredit Bank
- United Card Service (USC)
- VimpelCom
- Visa International Service Association
- Whitbread



1997/2001/2004 THE BEST COMPANY OF THE YEAR (AmCham/RBC)

Rosinter, Rosinter Restaurants

For vigorous growth and extraordinary success in Russian market

2001 GOLD CRANE

Rosinter Restaurants

For an outstanding contribution to the development of the restaurant business in Russia



2004/2006 BRAND OF THE YEAR\EFFIE

IL Patio

National award in marketing and advertising

2004/2006/2007 GOLDEN CHAINS

T.G.I.Friday's / Planet of Sushi / IL Patio

Best Restaurants

2005 THE RUSSIAN TRADING OLYMPUS

Rosinter Restaurants

Highest Public Award in Commerce

2006/2007 MASTER OF BRANDBUILDING, SUPER BRANDS, BEST RUSSIAN BRANDS

Rosinter Restaurants Holding

For development and expansion of successful restaurant brands

2006 ENTREPRENEUR OF THE YEAR

Rostislav Ordovsky-Tanayevsky Blanco, President of Rostik Group,
wins the national round of the international contest held by Ernst&Young.



FINANCE MANAGEMENT AND MONITORING

- Common computer network covering all of our restaurants;
- Financial-&-accounting program Platinum;
- Highly-qualified team of professional accountants and finance managers;
- Accounting according to the RF APR (Accounting Policy Regulations), IFRS standards;
- Flexible and detailed short- and long-term planning;
- Efficient funds and monetary monitoring;
- Stringent supervision of budget administration;
- Annual auditing of consolidated reports conducted by Ernst&Young since 1995. GAAP till 2004 and IFRS since 2005



Franchising is a form of partnership between two independent companies one of which (a Franchisee) enjoys the benefit of operating using the other's (a Franchisor's) intellectual property (brand/trade mark, know-how, methods of service etc.) in its own business, in return for a fee.

While agreeing to comply to a Franchisor's business standards a Franchisee gets the benefit of operating under a well-established brand, receives business coaching, training, cooperative product sourcing and support in advertising.

Rosinter Restaurants offers a franchise of its well-recognised IL Patio and Planet Sushi brands.



- Access to real estate to accommodate restaurants
- Dedicated investment resources
- Development opportunities
- Experience and business management skills
- Good will
- Passion and commitment to business development
- Personal involvement and attention to detail

All details application form at www.rosinter.ru

Contacts:

- Phone: (495) 788 44 88
- E-mail: fbu@rosinter.ru



FRANCHISE COST

	Russian regions and CIS	Moscow and Moscow region
Initial Franchise Fee, RUB	35 000 € but not less than 1 300 000 RUB	35 000 € but not less than 1 300 000 RUB
Royalty (monthly), of Gross Revenues (excl. VAT)	6%	6%
National marketing fund (monthly), of Gross Revenues (excl. VAT)	up to 5%	up to 5%

All amounts are net of VAT



APPROXIMATE INVESTMENT

	Total area, sq. m	Investments, thousand USD
IL Patio	320–350	400–500
Planet Sushi	250–300	300–450





Founded in 1993

<http://il-patio.rosinter.com>

Cuisine: Italian

Price Positioning: Average

Categories: Pizza, pasta, grill

Our IL Patio brand features a menu of pizza, pastas and grilled meats, fish and vegetables with an emphasis on value-for-money pricing. The atmosphere at each IL Patio is created by intense, fire spectrum colours, exposed brick walls with baroque design elements, bright lighting and flour and olive oil aromas. Service at IL Patio is generally provided by servers trained to be talkative and extroverted. The IL Patio concept was the result of the 2004-2005 re-branding of our Patio Pizza restaurants, in which we moved from an undifferentiated pizzeria concept to a more upscale Italian casual dining restaurant, which also gave us a significant advantage to move to a concept with higher growth potential. As a result of this re-branding, our average check per table and number of total customer transactions increased, that subsequently resulted in revenue growth.



Our Planet Sushi brand features a menu of sushi, sashimi and traditional Japanese dishes. Occasionally, we also add on a limited basis some menu items from other eastern cuisines. At Planet Sushi, brown and beige colours, minimalist décor, exposed limestone and soft lighting contribute to a soothing, comfortable atmosphere. Service at Planet Sushi restaurants is generally provided by female, kimono-clad waitresses, trained to be reserved and respectful. In 2006, we re-styled Planet Sushi's logo, menu, service and interior design standards to be more sleek and modern.



Founded in 1999

<http://planet-sushi.rosinter.com>

Cuisine: Japanese

Price Positioning: Average +

Categories: Sushi, Sashimi





GIVE ME MORE FRIDAY'S!



Our T.G.I. Friday's® restaurants are in keeping with the global T.G.I. Friday's® brand. Rosinter has the exclusive development rights for 19 countries in Central and Eastern Europe for TGI Friday's®, the leading international casual dining brand.

Filling appetizers, steaks and an extensive menu of high-quality, original cocktails figure prominently on its menu; serving portions are large.

Its dark wood walls lined with sports and pop/rock memorabilia and its 70s-style bar area and lighting fixtures create a friendly, leisure-time atmosphere.

Waiters and waitresses are dressed playfully and trained to be sociable.

1st opening in Russia: 1997

<http://fridays.rosinter.com>

Cuisine: American

Price Positioning: Average +

Categories: Steaks, cocktails



THE ORIGINAL RUSSIAN FOOD!

1-2-3café



Founded in 2005

<http://1-2-3cafe.rosinter.com>

Cuisine: Russian

Price Positioning: Average –

Categories: Pelmeni, okroshka

Our 1-2-3 Café concept serves traditional Russian food such as soups, pelmeni, blini (pancakes) and other items that are staples of traditional Russian home-cooking in a contemporary, airy setting.

The brand name alludes to this culture in that a traditional meal starts with a first course of soup, continues with a second course of salad and finishes with the main course, followed by traditional stewed fruit beverages.

At 1-2-3 Café, these traditions are mixed with modernity. As a result, traditional food is served in a contemporary environment.

Service is friendly and embedded in Russian traditions. Red is the signature colour of this energetic out-of-home eating experience.

18





REAL FIRE – REAL BEER!

Sibirskaya Corona (Siberian Crown) restaurants evoke the well-known Russian beer brand having the same name.

Centred on the beer experience, our restaurants feature mainly salads and grilled items with an emphasis on value-for-money pricing.

The atmosphere replicates a pub revised with old-style Russian décor elements, where wood is the main material and green, brown and white are the dominant colours (in line with Sibirskaya Corona trade dress).

A "mangal", a grill station where grilled items are cooked over a fire, is a focal point of the restaurants, spreading appealing aromas and warmth throughout the restaurant.

Service tends to be provided by female waiters, who welcome guests as their neighbours.



Founded in 2001

<http://siberian-crown.rosinter.com>

Cuisine: Beer / Russian

Price Positioning: Average

Categories: Beer, grill, salads





Coffee Chain

Russia-based Costa Coffee chain is operated by Brava JV which was set up under an agreement between UK's Whitbread and Rosinter Restaurants Holding.

A Costa Coffee shop is a pleasant place to relax and have a good time at. Besides high-street coffee shops, new locations are expected in high traffic intersections, as well as railway stations, airports and shopping malls. All the coffee used in Costa shops is roasted at its own roastery in London under the watchful eye of the Italian-accredited Master Roasters. Costa baristas are trained at British Costa Academy. Each coffee shop around the world is regularly checked to ensure strict compliance with the recipes and standards of coffee-making. Costa coffee shops offer the same range of sandwiches, snacks, cakes and pastries around the world, with customized products added to suit regional tastes. Both experts and customers consider Costa Coffee one of Britain's leading brands.

1st opening in Russia: 2008

Price positioning: Average +

Categories: coffee, sandwiches



Today the department manages cafes, a restaurant, coffee shop, and small cafeterias. The department has several employees with training degrees in food prep and management.

Our clients include StroiCredit, MGIMO, ROSNO, Vimpelcom, a number of major government enterprises and other organizations.

We can provide your office with any form of catering you desire: from a buffet or cafeteria to a restaurant with fine cuisine. Also we can cater a corporate event or holiday.

Our department guarantees high quality, a wide variety of dishes at affordable prices.

We do not use food additives, taste enhancers, or pre-packaged foods.

Our cooks continually participate in master classes run by our company's leading chefs, and are masters in preparing a number of different national and ethnic dishes.



111024, Russia, Moscow,
Dushinskaya str., 7, bld. 1

Tel. +7(495) 788 44 88

fax +7(495) 956 47 04/05

info@rosinter.ru

<http://www.rosinter.com>

