



THE SAKAE STORY



SAKAE®
SUSHI

THE STORY BEHIND THE NAME

Think Sushi, Think Sakae

- An International Asian Brand
- 30,000 shops in all five continents and for consumers to have a high brand recall - “Think Sushi, Think Sakae”.
- Sakae transformed from being the first sushi brand with conveyor food delivery concept in restaurants in 1997 to the highly-efficient central kitchen model.

Human Capital

- **Cultivating and Grooming of Talents**
 - Together with a strategic partner, the company started a training school to train F&B people very early on in Sakae's journey.
- **Pro-family corporate culture**
 - Promoting family-friendly practices to ensure work-life balance, including giving baby bonuses. Created a culture which celebrates motherhood and family life, without sacrificing work productivity. Build family bonding and through gift vouchers, encourage our staff to dine with their family members at our outlets.
- **Corporate Social Responsibility (CSR)**
 - Actively involved in philanthropic activities locally and in places such as China. Advocating corporate practices which support the family and the community, Sakae can become a 'brand with a soul' with Asian culture or values, and with American way of brand building.

Real Estate

- Investments in commercial properties for rental.
- Relocation of Group's central kitchen in 2011 to its own Sakae Building in Tai Seng.
- Strategic move which has not only created greater synergy and improved operational efficiency and productivity, but has also resulted in significant costs savings for the Group.

Food Management

- Farm-to-table approach where Group works on close partnership with suppliers, and regular farm visits as part of procurement
- HACCP (Hazard Analysis and Critical Control Point) certification for its Central Kitchen and Integrated cold chain logistics facility
- Standards and Training, on top of daily ordering of fresh ingredients.

Funding

- Diversification of business into financial investment, fund management and corporate finance advisory services

Eisenhower Fellowship

- **Dynamics of building sustainable global brands**
 - Global brand leaders are those with a vision and daring to dream. They were also, once, small players just starting with one single business unit. They were able to progressively chart out their journey, learning and evolving to stay viable.
 - **Once reaching global brand status, these successful companies continue to tweak their business model and look at sustainable business practices in the areas of energy, training and marketing.**

Eisenhower Fellowship

- **Dynamics of American capital market**
 - To know more about the dynamics of American capital market vs. Asian, specifically how entrepreneurial set-ups in Asia can learn from USA in accessing capital markets for funding.
 - **General Electric model, which also has a capital arm that creates a stream of funding to assist other parts of the organisation in achieving its goals. GE Capital generates cash flow for the group to fund development of its medical and aviation divisions.**

Thank you.