



Contacts.

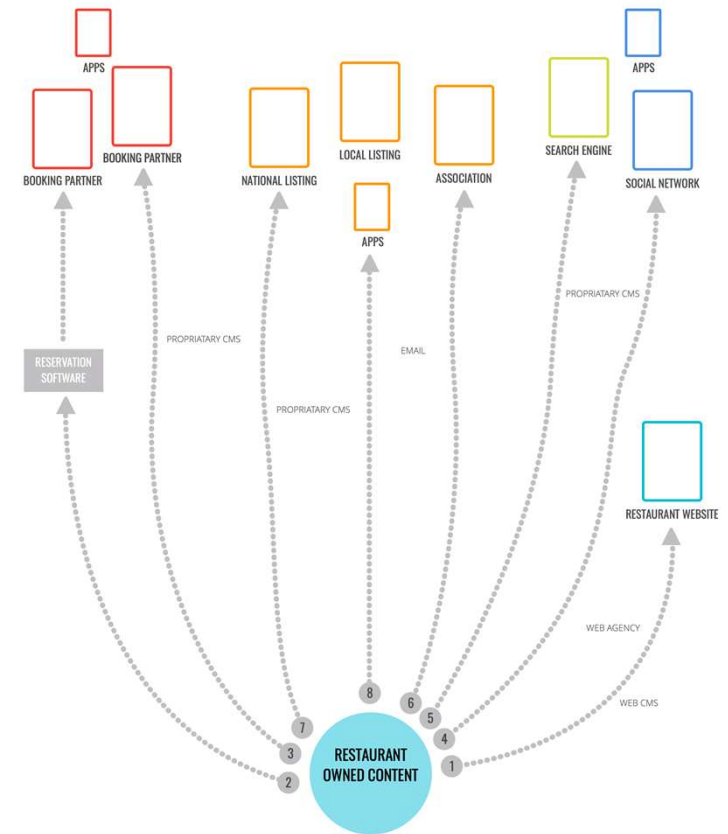
E: JeremyOrmerod@RD.Limited

M: [+44\(0\)7734 038999](tel:+44(0)7734 038999)

Problems faced by the restaurant sector.

1. The restaurant sector in Europe has a disjointed and costly approach to the distribution of digital content, which fails both the consumers and the restaurants
2. Content is fragmented and duplicated amongst competing businesses
3. Restaurants are forced to rely on 3rd-party users to present accurate and up-to-date information about their business
4. Restaurants face the virtually impossible task of trying to maintain multiple systems every time there is a change to their content – which in some instances might be daily!

Without some coherent strategy, both in terms of content management and the ability to negotiate from a position of strength, independent restaurants and small groups are compromised.



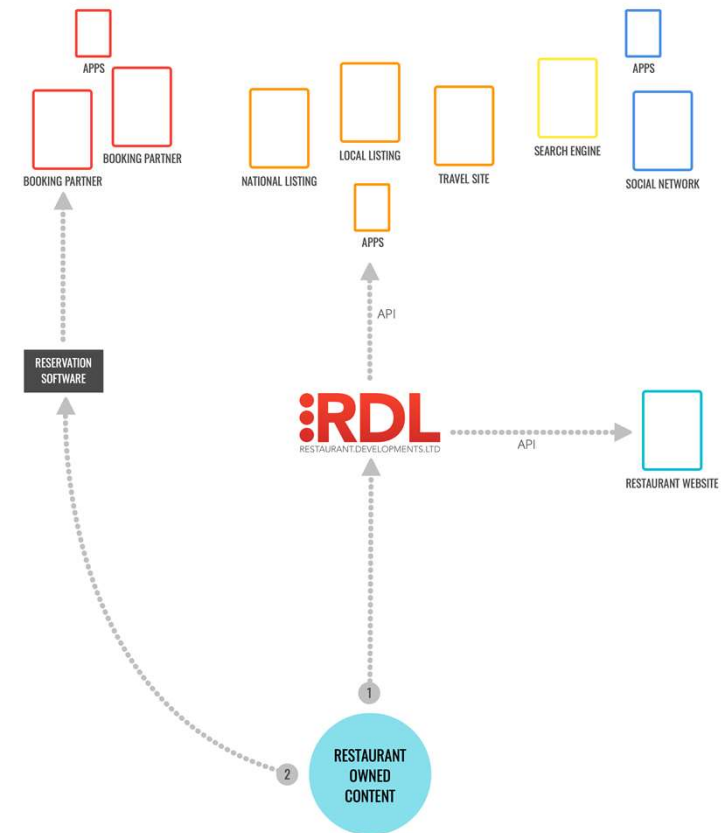
Solutions.

RDL intends to be the founder, facilitator and first-to-market service provider in a radically altered space of restaurant content services on the Internet. RDL has the opportunity to become the largest and single most important source and distributor of digital restaurant content in Europe

RDL has developed a software solution and content management strategy (CMS) that will disrupt a market heavily biased towards large booking and travel sites e.g. Opentable, Tripadvisor, La Fourchette and allow all restaurants, including small independent operators, to exploit the real value of their digital content

Restaurants only have to update a single instance of their content and it is automatically distributed to all consumers.

Restaurants are in control of their own digital content, ensuring it is up-to-date.



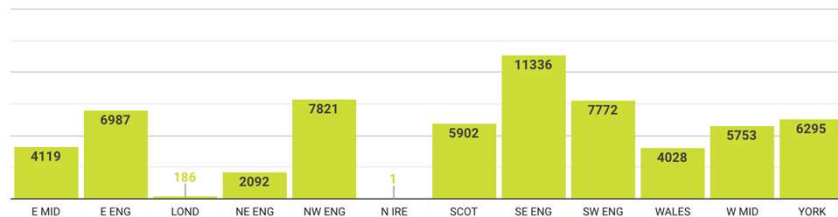
Key objectives.

- ▶ Educate restaurants to better understand the value of their digital content and maintain control of this valuable asset.
- ▶ Bring independent restaurants together under a single organisation created by **RDL** entirely for their collective benefit.
- ▶ Remove the dominance of online booking partners and bring competitively priced booking solutions to all UK and French restaurants.
- ▶ Develop further software products that aid control of F&B costs, food benchmarking, and allergen identification.
- ▶ Negotiate restaurant exposure with non-commission Listing Sites (i.e. Tourism & Media).
- ▶ Produce comparative financial and statistical benchmarking by geographic area and/or cuisine type.

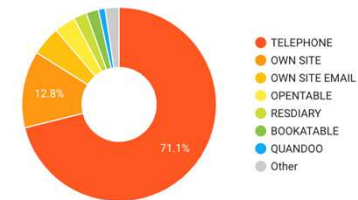
In-depth information.

- ▶ Our comprehensive database provides unique, in-depth statistics that can be used to direct marketing strategies, lobby regional and national institutions and provide **Restaurant Collective** members with information on the state of the industry.
- ▶ Our current distribution of UK restaurants:

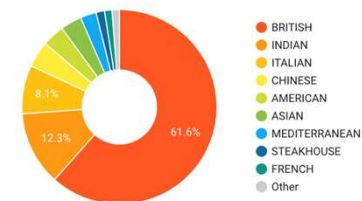
RESTAURANT DISTRIBUTION (UK)



PRIMARY BOOKING SOURCE (UK)



PRIMARY CUISINE (UK)



MEDIA CHANNELS (UK)

