



«Forget Art, put your trust in Ice cream»
Charles Baxter

PROBLEMS



ARTIFICIAL

- 1 A large part of the ice cream sold in South-East Asia & in the United Arab Emirates is industrial (addition of preservative, dye, ice cream powder base...)

COMPETITION

- 2 Ice cream competitors are not positioned to a greater extent on segments such as unique know-how, a neat image serving a strong brand identity.

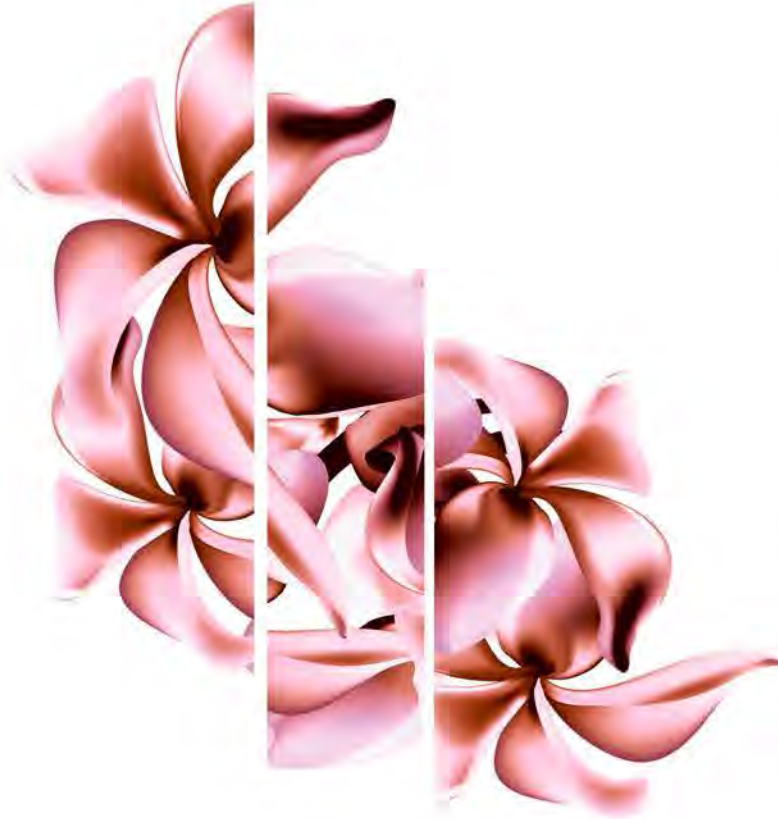
DISTRIBUTION

- 3 Many competitors choose to open many shops. This strategy is considerably increasing fixed costs (rent, electricity, personnel costs ...) and usually weigh on their cash flow, profitability and often their long-term sustainability.

SERVICE

- 4 The vast majority of Hotels 4 & 5* and restaurants don't want to invest in machines to produce and sell ice cream for cost & maintenance reasons.
They don't sell premium ice cream because there is no quality supply from outside & suppliers don't provide equipment.

SOLUTIONS



NATURAL CREATIONS

- 1 ICELAB produces fresh homemade gelato & sorbet with natural ingredients and creates many finest frozen products (dairy & vegan).

STRONG IMAGE

- 2 ICELAB is the only producer of fresh artisanal gelato & sorbet with proven know-how, a neat design and value-added excellence proposed in its premium retails & corners.

DISTRIBUTION

- 3 ICELAB, with its specific offering to professional “Corner ready to sell” manage to multiply its selling points at a very low investment rate & reduce the costs.

WIN-WIN

- 4 ICELAB provides all the equipment to the professional at no cost for them, in return the 4 & 5* hotels and selected restaurants buy the ICELAB premium gelato & sorbet.

MARKET TARGET



PRODUCTS

GELATO PRODUCTS

ARTISANAL - NATURAL - FRESH - PREMIUM - VEGAN
INVENTIVE - HIGH END - LUXURY - ECO FRIENDLY

ICELAB
SELLING POINTS

PROFIT



+



=



STRATEGY & BUSINESS MODEL



COMPETITIVE ADVANTAGES

1ST TO MARKET FOR PRODUCING FRESH ARTISANAL GELATO
TO PROFESSIONAL & OUR HIGH END RETAIL

1ST TO MARKET FOR PROVIDING ALL PREMIUM
EQUIPMENT TO PROFESSIONAL AT NO COST FOR THEM

CONCEPT

- Artisanal «Savoir-Faire»
- High End quality products
- Designed & Sophisticated
- Premium Retail & Corners
- Inventive & Creative

PRODUCTS

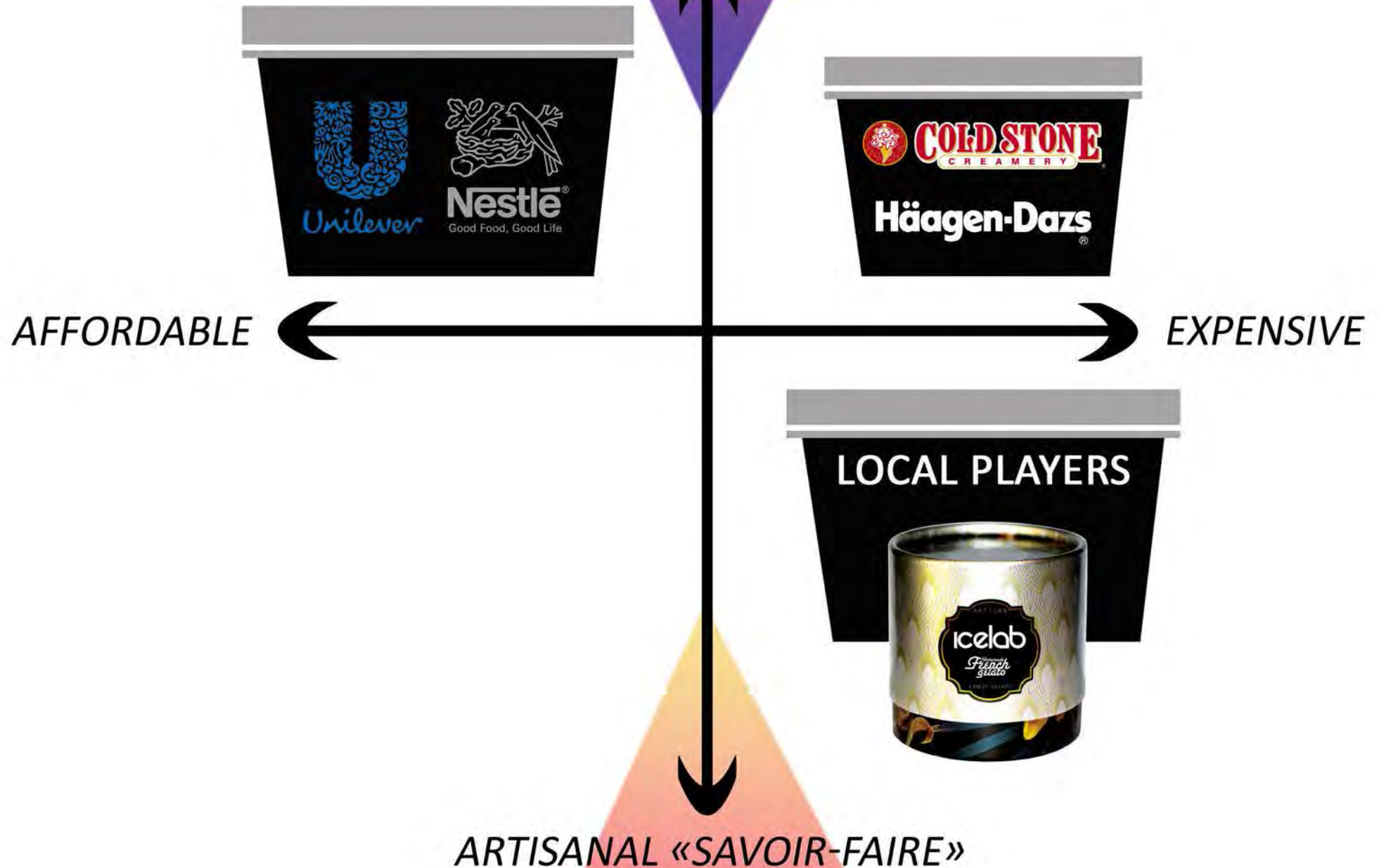
- No «powder-base» gelato
- Creation of our own recipes
- Daily fresh production
- On demand creation
- Attentive to culinary Trends

SERVICES

- Strong processes
- Revenu share offer for professional
- Fast delivery, maintenance
- Free equipment on site

COMPETITION

INDUSTRIAL PRODUCTS



SEVERAL PARTNERS IN BALI

COURTYARD[®]
Marriott[®]
BALI NUSA DUA RESORT




Ayodya
RESORT • BALI

SOFITEL
LUXURY HOTELS


INAYA
PUTRI BALI
NUSA DUA


ANANTARA
SEMINYAK • BALI
RESORT

Radisson **BLU**
BALI ULUWATU


Mercure
HOTELS


swiss-belhotel
INTERNATIONAL
HOTELS & RESORTS


ASTAGINA
RESORT | VILLA | SPA


FOUR SEASONS RESORTS
Bali at Jimbaran Bay



FOUR
POINTS
BY SHERATON


CABINA

GRAND
ASTON **BALI**
BEACH RESORT

 **Hilton**
Garden Inn[™]


NOVOTEL
HOTELS, SUITES & RESORTS

FINANCIAL ACHIEVEMENT



**REVENUES MULTIPLIED BY MORE THAN 5 OVER THE LAST 3 YEARS
WITH AN EXPECTATION TO REACH CIRCA \$250K THIS YEAR (BALI ONLY)**



**STRONG GROSS & OPERATING PROFIT INCREASE TO RESPECTIVELY 71%
AND 3% OF OUR REVENUES OVER THE LAST 3 YEARS**



BREAKEVEN REACHED IN ONLY 3 YEARS.



MORE THAN 40 PROFESSIONAL CUSTOMERS



DEVELOPMENT PLAN & FINANCIAL

5 COUNTRIES TO DEVELOP ICELAB IN 3 YEARS



WE ARE LOOKING FOR FINANCING OUR 3 YEARS DEVELOPMENT PLAN

**WE
NEED**

\$1,6M

FINANCIAL
PARTNERS

**TO
MAKE**

5 COUNTRIES
+ 250 HOTELS 4 & 5* CLIENTS
+ 7 OWN RETAILS

**&
EARN**

**\$4,6M
REVENUE**

(+30% AT STEADY RATE)
over 3 years



LEADERSHIP TEAM

YANN LECOMMANDEUR
CEO



YANN LECOMMANDEUR is the CEO of ICELAB.

In charge for ICELAB of the commercial development & customer relationship, the design side & visual environment of the brand (promotion & marketing), as well as the supplier relationship

CHRYSTÈLE VERGNE
PROD & QUALITY DIRECTOR



CHRYSTELE VERGNE LECOMMANDEUR is associate manager.

She works in the creative side of the company as Executive Chef. She creates original recipes of gelato and sorbets, elaborates all manufacturing processes while demanding quality and authenticity of products.

LUDOVIC JOLIVEL
CFO



LUDOVIC JOLIVEL is the CFO of ICELAB.

In charge of ICELAB finances that he's currently managing in addition of his job, Financial Director of Business Unit in one of the big 5 consulting firms

CONTACT

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*«Les 2 secrets d'un succès:
la Qualité & la Créativité»
«The 2 secrets of success:
Quality & Creativity»
Paul Bocuse*