

Q&A

How do Kalle and Peter become big owners?

-We don't want to reveal the exact holdings, but these are significant investments and holdings in the company's size category. After the directed offering, more than 50% of the company is still retained by entrepreneurial partners Ville Puustinen and Mikko Rosendahl.

The valuation with which Kalle and Peter come in

Valuation is not revealed.

Where do the capital reserved for the company's growth come from?

-After this private placement, the owners already include 4 investment companies (HPV-Invest Oy, PNT Group Oy, Vekka Invest Oy, Fredman Capital Oy) and private investors (Kalle Rovander and operational management). In addition, the company has negotiated funding from other financial institutions to support growth.

Board memberships and roles of new shareholders

At this point, Peter will join the board and will also participate in negotiations with future growth in mind. Due to time management, Kalle focuses primarily on his auto racing career and supports our operations remotely and by participating in owner meetings. At a later stage, Kalle is always welcome to join the board if he so wishes.

How is the company doing?

The company has grown slightly in just over a year from zero to a turnover level of just under 10 million. The growth has been controlled and the investments made along the way have supported the growth. In total, we have 11 restaurants where we have made 11 fresh ups after the ownership was transferred to us. We have harmonized management, procurement, and systems without compromising the customer experience. The surfaces and functionality visible to customers have been renewed a lot. About €500000 in cash resources have been put into these fresh ups and the harmonization of systems.

How has trading been this past year when the industry is obviously challenging and companies are failing

Depending on the month, the variation in demand has been wild. There are both market headwinds and our own doing. Our own pace to make reforms and the changes prevailing in the market have also hit us hard. However, we have increased efficiency, set numerous sales records at special evenings and events, and have overall kept the company on a growth path. So far, we haven't had to open any key personnel recruitment or actual chef or waiter recruitment, but people have come to us.

Growth prospects and where you are aiming

We will continue to focus on growth in university towns and Top5 tourist centers. We do not join start-ups or focus on establishing new concepts ourselves, but buy growth by acquiring established and cash-flow-positive restaurants in our portfolio with the criteria mentioned above. At the moment, there are a few interesting objects that meet the criteria in the negotiations. As a company, our goal is to reach a turnover level of around 50 million euros, and our goal is somewhere around 2030-2033. With this reading, according to current estimates, we would be the largest Finnish privately owned restaurant company.

Vision and strategic positioning

We want to swim against the tide in this downturn and make the importance of the industry we love visible to a large number of Finnish restaurant customers. Our vision is to be the most innovative, competent and agile operator in the markets where we operate. As a company, our goal and the basis of our existence is to create a future with more joy. We constantly strive to offer new ways and places to encounter life's moments, to take our part in moving our industry forward and to act responsibly and in general to make a meaningful impact on the country. We are committed to nurturing these wonderful restaurant brands entrusted to us so that they will last in the future as well. We exist to make restaurants fun on both sides of the counter.