

ROSSOPOMODORO

[2008]

[NAPOLI - ROMA - MILANO - FIRENZE - BOLOGNA - TORINO - CAGLIARI - MONZA - BENEVENTO - PAVIA - ROZZANO - PARMA - CASERTA - EBOLI - PADOVA - TELESSE TERME - POTENZA - CATANIA
LONDRA - COPENHAGEN - REJIKYAVIK - LIVORNO - REGGIO EMILIA - BRESCIA - BUENOS AIRES - TERAMO - GENOVA - NOLA - BELLINZAGO - REGGIO CALABRIA - ACIREALE - RIMINI - ANCONA]

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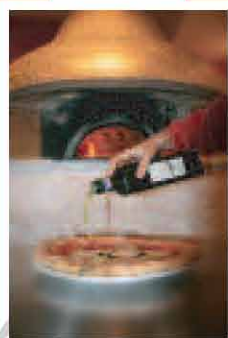


Often we are questioned on what Rossopomodoro means. The literal translation would be Red tomato, but the concept actually materializes like a true pure Neapolitan tomato shaped heart that spreads our traditions and flavours around. In each of our restaurants you will breathe the neapolitan atmosphere, smell the odours of our land and enjoy the tastes of the true neapolitan cuisine. In fact every single product used to prepare our dishes is genuinely grown and prepared in the Italian region Campania. We even use just Neapolitan water to prepare our pizza dough and our coffees, this is to make you understand how serious and attached to our land we are when it comes to our foods and traditions. To complete the magic, all of our chefs and pizza chefs are 100% neapolitan and come from the traditional neapolitan cuisine school, an art that is handed down from father to son from generations and generations. We all believe in this concept and would like to help this Tomato shaped heart spread the Neapolitan love, which actually, is all around...

CUORENAPOLETANO

**[NAPOLI - ROMA - MILANO - FIRENZE - BOLOGNA - TORINO - CAGLIARI - MONZA - BENEVENTO - PAVIA
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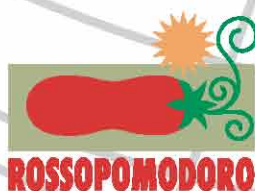
Mission, vision

[mission]

Delight the palate with healthy, genuine fare, providing a 100% Neopolitan dining experience at prices within everyone's reach.

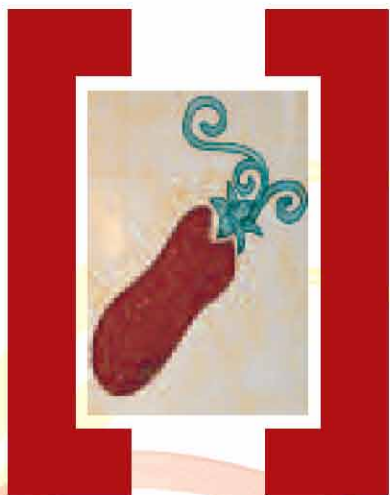
[vision]

Become the number-one sit-down Italian restaurant chain in the world by combining business and ethics.



**[NAPOLI - ROMA - MILANO - FIRENZE - BOLOGNA - TORINO - CASLIANI - MONZA - BENEVENTO - PAVIA - ROZZANO - PARMA - CASERTA - EBOLI - PADOVA - TELESE TERME - POTENZA - CATANIA
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Origins

The ROSSOPOMODORO project is the result of twenty years of experience in setting up restaurants managed by the Sebeto Group under various brands. ROSSOPOMODORO is the flagship brand and will include all other future brands.

We started by opening our first restaurant, Pizza e Contorni, in 1988, based on the core of the strategy that would later guide the entire project: offering genuine traditional Neapolitan fare, old-fashioned pizza baked in a wood-fired oven, using only buffalo mozzarella and all in a highly innovative and creative environment.

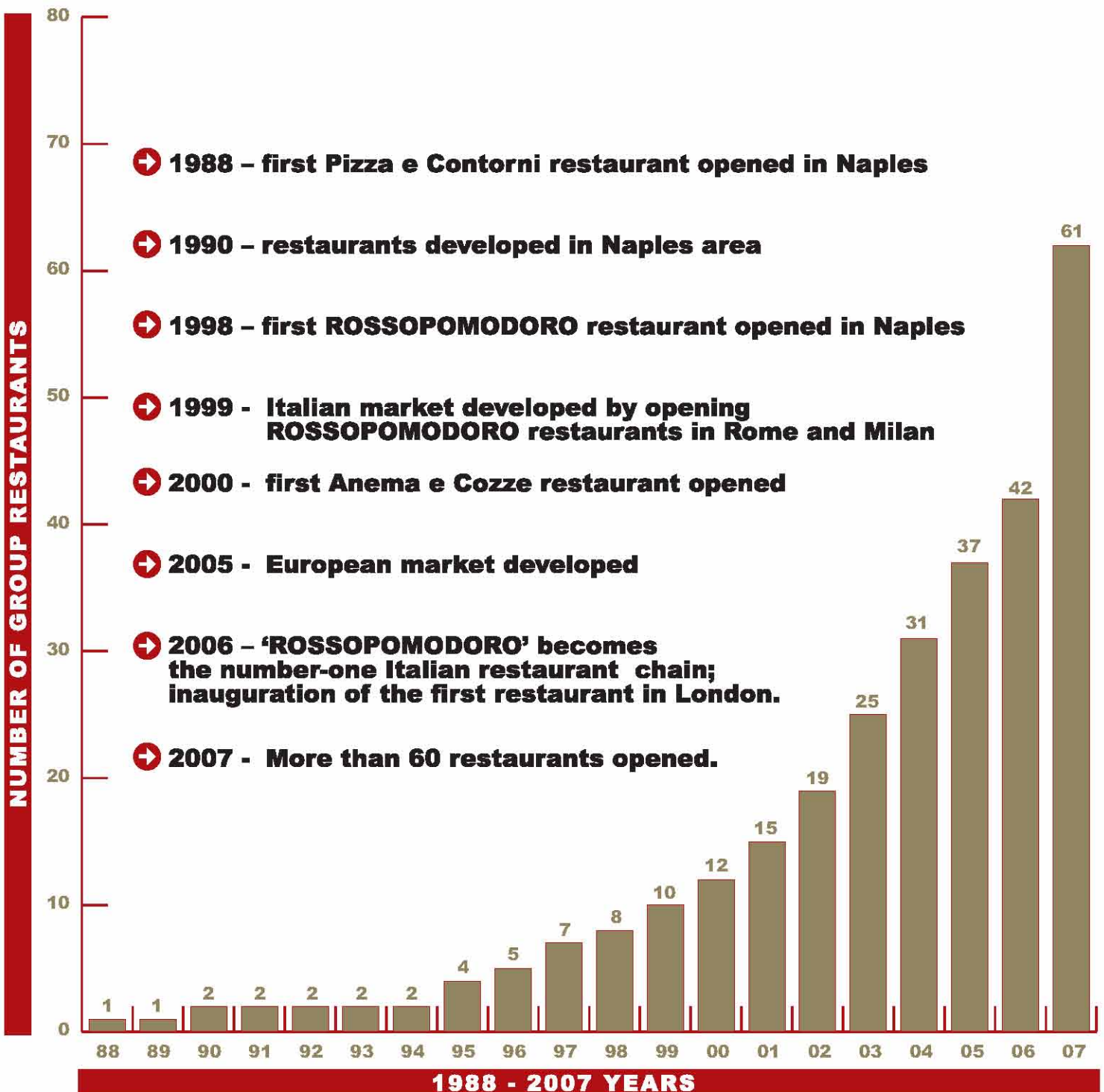
We opened the first ROSSOPOMODORO restaurant in Naples in the late nineties, using the same format that we later exported throughout the world.

Then, in 2000, we opened our first Anema & Cozze restaurant, based on the innovative idea of evolving the traditional pizzeria model by combining the twin pillars of Neapolitan cuisine: pizza and seafood—sardines, mussels and clams. The group currently operates more than 60 restaurants in Italy and throughout the world.





Milestones





Critical success factors

- ➔ **Product quality through attention to suppliers.**
- ➔ **Quality preparation through training of cooks and pizza chefs and information infrastructure covering work cycles.**
- ➔ **Offering only fresh, made-to-order fare.**
- ➔ **Creative menus through research and development and recipe engineering processes at the highest industrial standards to ensure uniform execution while maintaining home-cooking quality.**
- ➔ **Delivery of the same ingredients throughout the world through specific distribution logistics management, including bringing water from Naples to London.**
- ➔ **Company University ensuring homogeneous levels of service.**
- ➔ **Choosing the right location for restaurants.**
- ➔ **Human resource selection guided by the capacity to observe the company's values and ensure a high level of motivation and low staff turnover.**



[lineadoro]

CUORENAPOLETANO

Cheeses: DOP mozzarella, IGP fior di latte, buffalo caciocavallo, Bagnolese pecorino (winner of a Slowfood award), scamorza affumicata, buffalo ricotta;

Oliodoro: DOP olive oil from Sorrento made from 100% minucciola olives, extra-vergin olive oil with Sorrento lemon and Sorrento orange;

Special flour for pizza;

Gragnano durum wheat bronze-drawn pasta in special hand-made shapes;

Peeled Italian tomato preserves, San Marzano DOP tomatoes from the Agro Nocerino Sarnese region, dried Sorrento cherry tomatoes, dried tomatoes, grilled eggplant, artichokes, peperoncini in extra-virgin olive oil;

Salami: Caserta pelatello nero salame, bufalo bresaola, Neapolitan salame, Neapolitan lonzino, Irpino culatello;

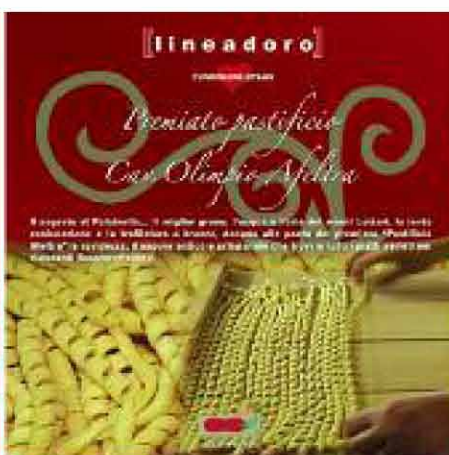
Slow-food award-winning Cetara anchovy sauce, tuna filets, salted anchovies, anchovies in extra-virgin olive oil;

Sorrento liquors: Limoncello, Crema di limone, Finocchietto, Cerasiello, Nurchetto, Nocino (all made with local ingredients);

Wine: Falanghina DOC, Aglianico DOC, Taurasi DOCG, Greco di Tufo DOCG, Fiano DOCG;

Spirits: Grappa di Falanghina, Grappa di Fiano;

Sweets: Taralli and biscuits from Castellamare, honey from Massalubrenze, Vesuvio fruit jams, Babà al limoncello, Benevento torroni.

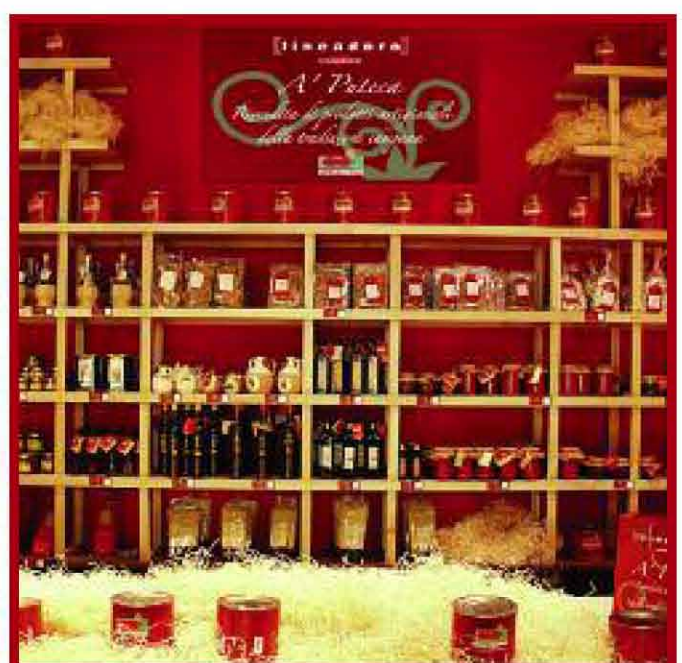


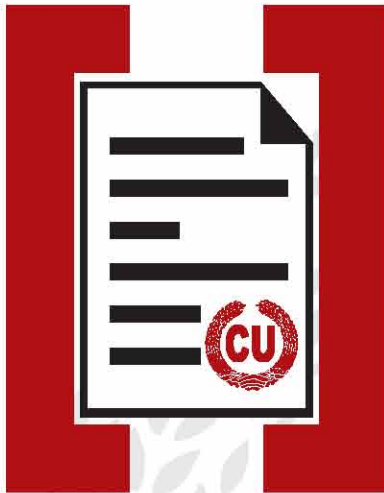


“Fornodoro” patent - the first gold-tiled oven (in Rome).

“World’s largest oven” patent - two openings and a single cooking chamber (in Milan and Turin).

All **“Lineadoro”** products are selected by Rossopomodoro and are available for sale in the **“A’Puteca”** area in restaurants, and, starting in 2008, on the website www.rossopomodoro.com





Company university

The Training Center is organized into training programs.

Training is specific to each professional role: managers, assistant managers, cooks, and assistants.

Programs involve classroom sessions, hands-on activities, and internships under the mentorship of senior staff.

Teachers are company insiders with the right experience and abilities for each subject.

Training programs are closely related to strategic goals.





Le ricette del sorriso

Rossopomodoro sostiene AMREF



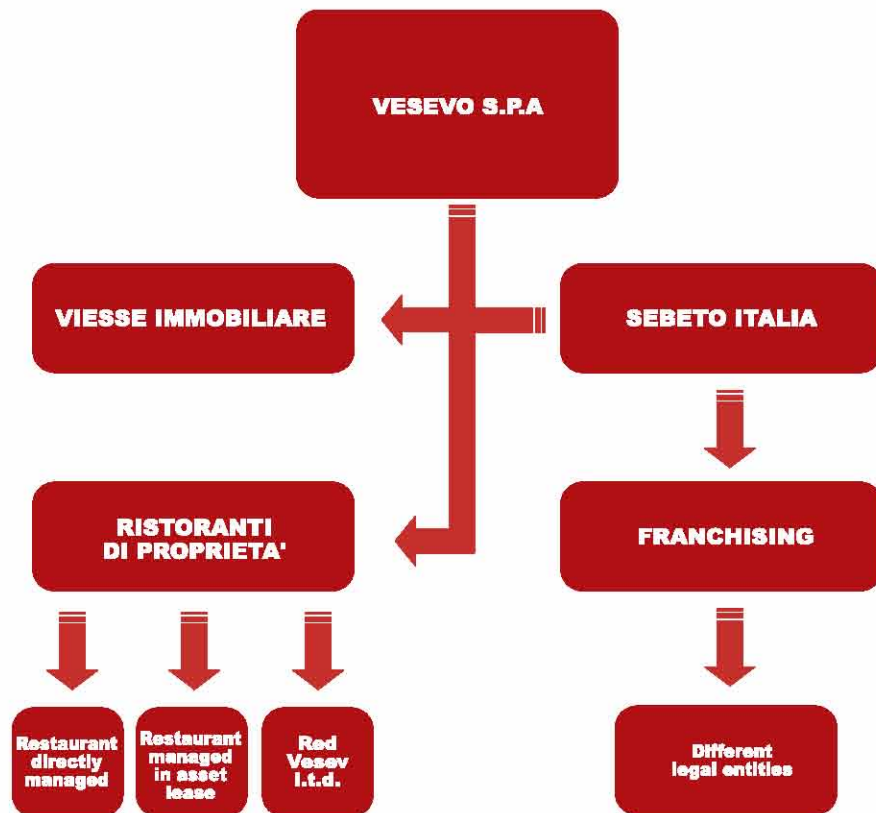
Vesevo is committed to a corporate social responsibility project: the 'Le ricette del sorriso' publishing initiative in collaboration with Amref. The book is distributed in Rossopomodoro restaurants in exchange for donations, relying on the active participation of restaurant staff and customers.

AMREF is the leading private non-profit healthcare organization operating in Africa. Vesevo pays the entire cost of producing the volume and donations are passed on to Amref for social projects in Africa. Each year, the 'Le ricette del sorriso' series involves the participation of celebrities from sports, culture, and show business.

CUORENAPOLETANO



Group structure and holding company location

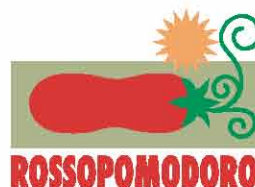


Shareholders

Manna, Imperatrice e Montella - the management team – and the private equity fund Quadrivio

Group structure

Vesevo typically hold 100% of its subsidiaries either directly or indirectly, with the exception of Argentina where it holds 51%. Sebeto Italia manages the Rossopomodoro brand for the group. Viesse is a real estate company. The group has a separate legal entity for each restaurant under the direct management and asset lease business models; there are a few exceptions to this, such as in the UK where Red Vesev is the legal entity owner of the actual two restaurants and will be the only legal entity in UK.



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Company organization

TRADITION, GENEROSITY, SINCERITY, INTELLIGENCE

BOARD OF DIRECTORS

F. Manna – Presidente e A.D.

R. Imperatrice e P. Montella – Amministratori Delegati

A. Pistone e R. Caporale – Consiglieri

development & Marketing
F. Manna

supplies and logistics
P. Montella

Finance
& Human resources
R. Imperatrice

ORGANIZATION
C. Martino
PLANNING
R. Golla e G. Fico
SET-UP
A. Sorrentino
PROMOZIONI
S. Della Croce
BRAND MGMT
B. Bini

QUALITY
E. De Angellis
START-UP
A. Sorrentino
PROCEDURE CONTROL
A. Cappiello, E. Di Grazia
IT
M. De Simone,
S. Scontrino

ACCOUNTING
AND MANAGEMENT CONTROL
A. Caracciolo
ADMINISTRATION
P. Calvanico
REPORTING
INDIVIDUAL RESTAURANT
E. di Grazia and
Restaurant management
TRAINING
M. Alta



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Restaurant management policy goals

Restaurant management policy aims to facilitate coverage of the market by offering various configurations of the relationship with the ROSSOPOMODORO brand.

Direct management: the restaurant is owned by Vesevo and managed by company employees.

Outsourced management: The restaurant is owned by Vesevo and managed by an independent outsourcer (professional and career growth for the Group's internal managers).

Franchising: The restaurant is owned by an independent manager, whom the Sebeto Group provides assistance with training and organization in order to ensure that the philosophy of the ROSSOPOMODORO project is observed in each location.





The Group's restaurants

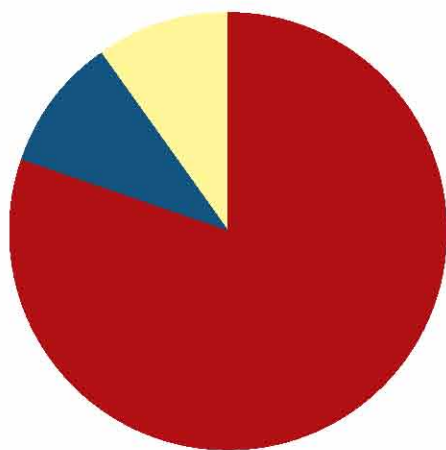


The Group currently has more than 60 restaurants, 5 of which are located outside of Italy: addresses are available on the website www.rossopomodoro.com and the portal www.sebeto.com

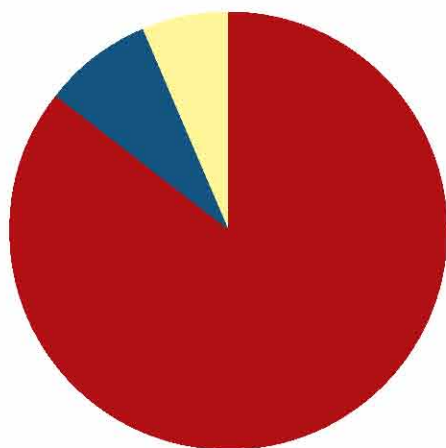
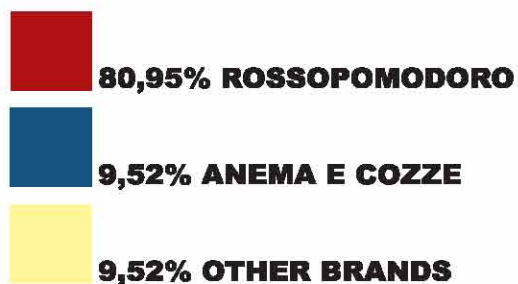
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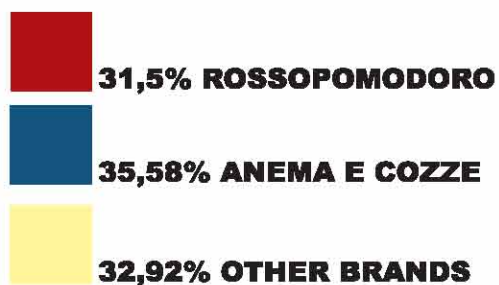
Growth history



2006:...
42 LOCALI



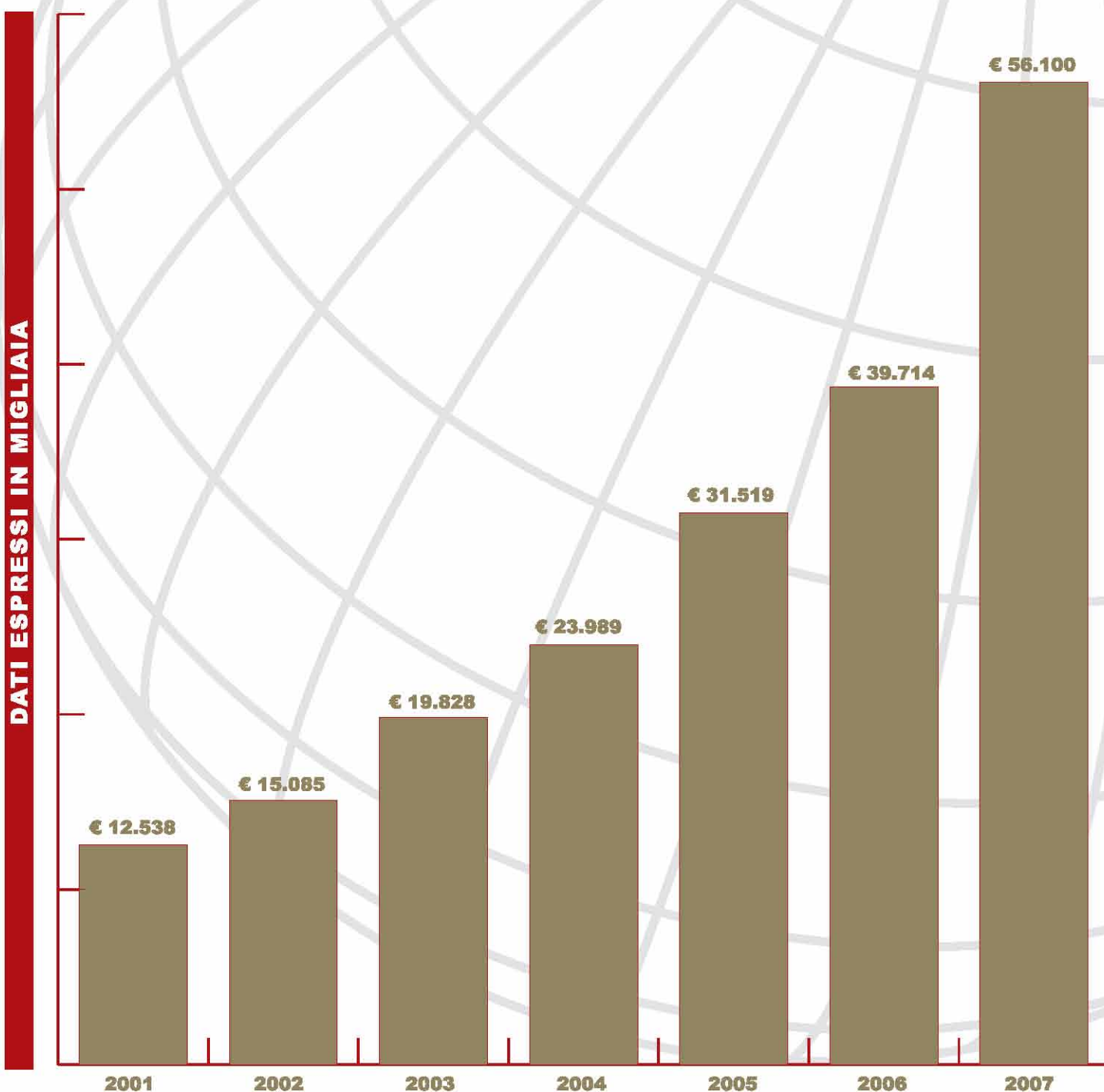
2007:...
61 LOCALI



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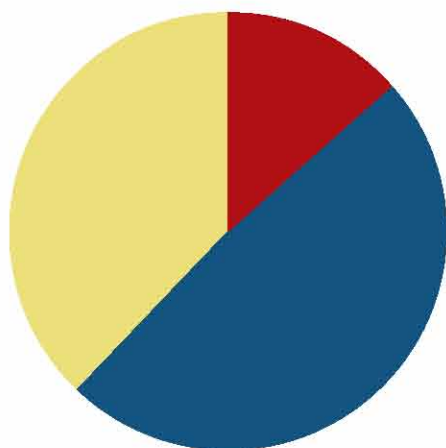
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Total sales system



INCREMENTO DEL FATTURATO ANNI 2001 - 2007

Sale system



2006:...
€ 39.714



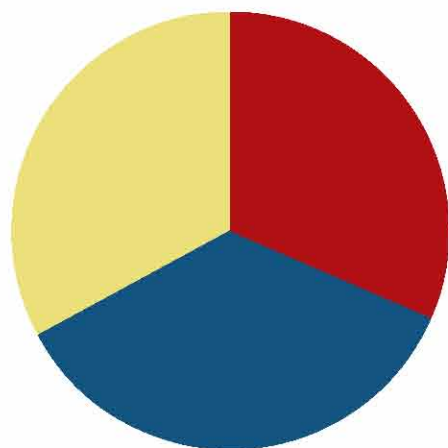
13,43% GESTIONE DIRETTA



48,69% AFFITTO D'AZIENDA



37,88% FRANCHISING



2007:...
€ 56.100



31,5% GESTIONE DIRETTA



35,58% AFFITTO D'AZIENDA



32,92% FRANCHISING



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2008 Strategic Guidelines

Development of Company University

**Implementation of an adequate dividend policy
while maintaining the current growth rate**

Implementation of loyalty program



NAPOLI - ROMA - MILANO - FIRENZE - BOLOGNA - TORINO - CASERTA - MONZA - BENEVENTO - PAVIA - NOZZANO - PARMA - CASERTA - EBOLI - PADOVA - TREVISO - TRIESTE - POTENZA - CATANIA
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