



小肥羊 火锅餐厅
LITTLE SHEEP HOT POT



WeChat

Yum China Holdings, Inc

Yum China Holdings, Inc. is China's leading restaurant company with a vision of making every life taste beautiful. From a single restaurant in 1987, the company now operates over 7,500 restaurants in more than 1,100 cities and towns, in China and all over the world.

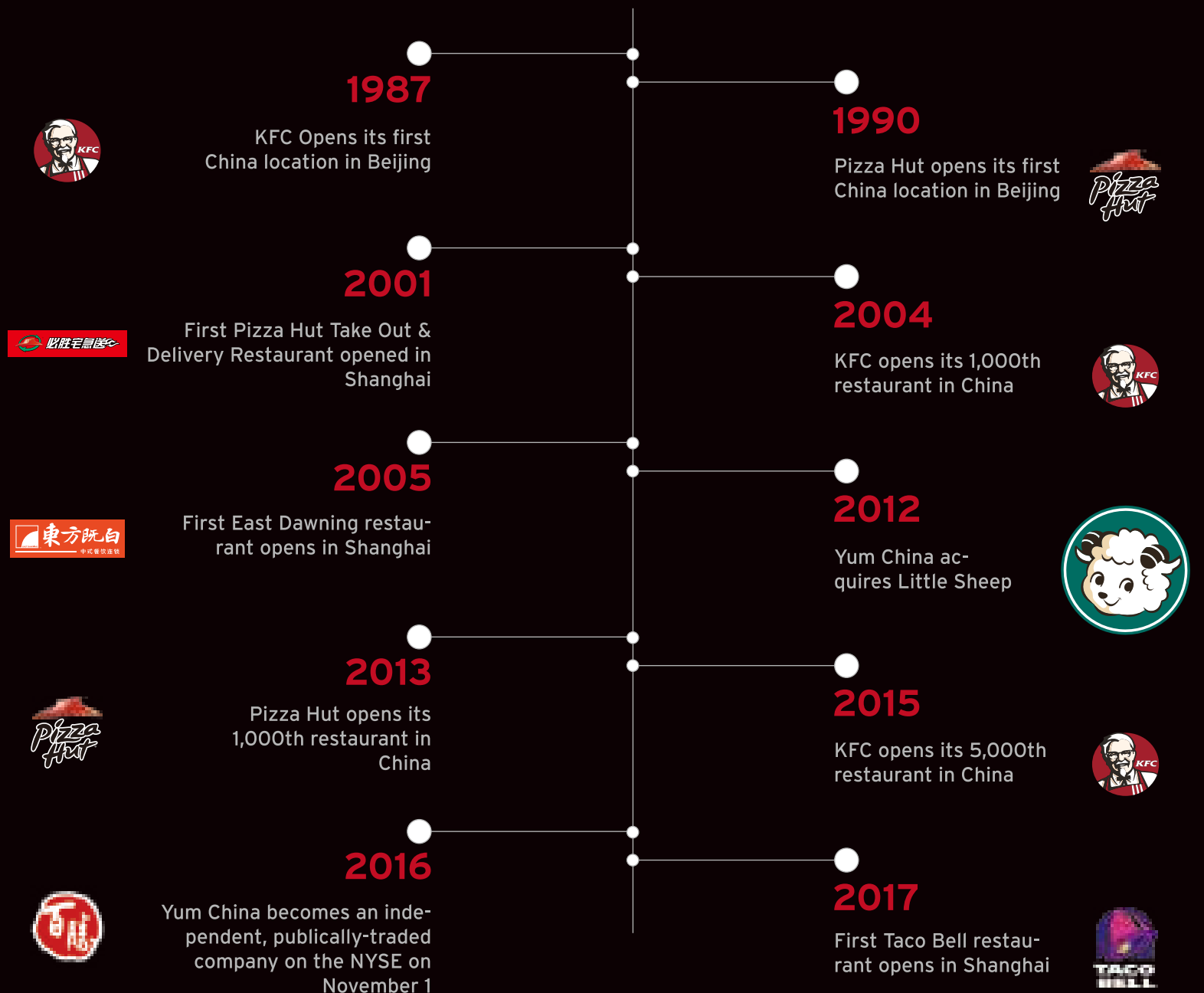
Yum China (YUMC) became an independent, publicly-traded company on November 1, 2016. Following our separation from Yum! Brands, we now have the exclusive right to operate and sub-license the KFC, Pizza Hut and Taco Bell brands in China, and we own the Little Sheep and East Dawning concepts outright.

We build strong consumer loyalty by developing menus catering to local tastes. Each of our brands has proprietary menu items, many developed in China, as well as unique recipes and special seasonings. With decades of accumulated consumer knowhow and loyalty in China, our brands are integrated into popular culture and consumers' daily lives.

We are dedicated to serving our customers' evolving needs by enhancing the in-store experience, improving mobile connectivity, introducing innovative new products and constantly delivering value. With a rapidly growing consumer class and increasing urbanization, Yum China is well positioned for long term growth.



Milestones



Brand Story of Little Sheep

Origin From Prairie Gastronomy

On the endless heaven, and the uncultivated prairie; there the wind blowing, the cattle and sheep emerging. The above quote from famous ballad The Song of the Chi-le Clans demonstrates the feeling of people yearning for the grassland and illustrates a picture of blue sky, vast grassland, galloping horses, generous people and memorable food. Little Sheep brand from this vast land has adhered to respect the nature and keep the faith in the grassland spirit.

19 years ago, Little Sheep broke up the hot pot tradition of "clear soup with dipping sauce" with the distinct flavor of "no dipping sauce" started from Wulan Rd #22, Baotou City, Inner Mongolia, so that the Mongolian hot pot has been all the rage in China. Known as the "Chinese First Hot Pot", Little Sheep has become the first hot pot enterprise in Mainland China listed in Hong Kong.

Till now, Little Sheep promotes with time going. We established the "In Mall" new concept with modern stylish image, premium products and new soup base. We are trying to make customers to feel the growing vigour of this brand.



Little Sheep Milestones



2003.10 Little Sheep Condiment Company was established to become the standardized production and supply base of Little Sheep hot pot condiment.

2016 Little Sheep won the title of "Silver Sail Award for Best Business Model" , "Silver Sail Award for the Most Ingenuity" and "Silver Sail Award for Best Business Philosophy" from Chinese Cuisine Association.

Now, Little Sheep has been upgraded to cater to customers with the constant high quality, persistent innovative products and the fresh marketing modes.

1999.8

Little Sheep was firstly opened up in Wulan Rd #22, Baotou City, Inner Mongolia.

2004.11

Little Sheep won the title of "China Famous Brand".

2008

Little Sheep has drafted the state-commissioned National Standard of Hotpot Condiment.

2014

Little Sheep opened up the franchise business again with the increasing proportion of franchise stores and the continuous enhancement of operation.

2016.5

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2003.10

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2005.10

Little Sheep has ventured into the international development since the first Canada Toronto branch store of Little Sheep in North America was opened.

2012

In 2012, Little Sheep officially joined Yum China Holdings, Inc.

2016

The brand new "Small is Beautiful" Model Stores have established in Shanghai, upgraded with new store images.

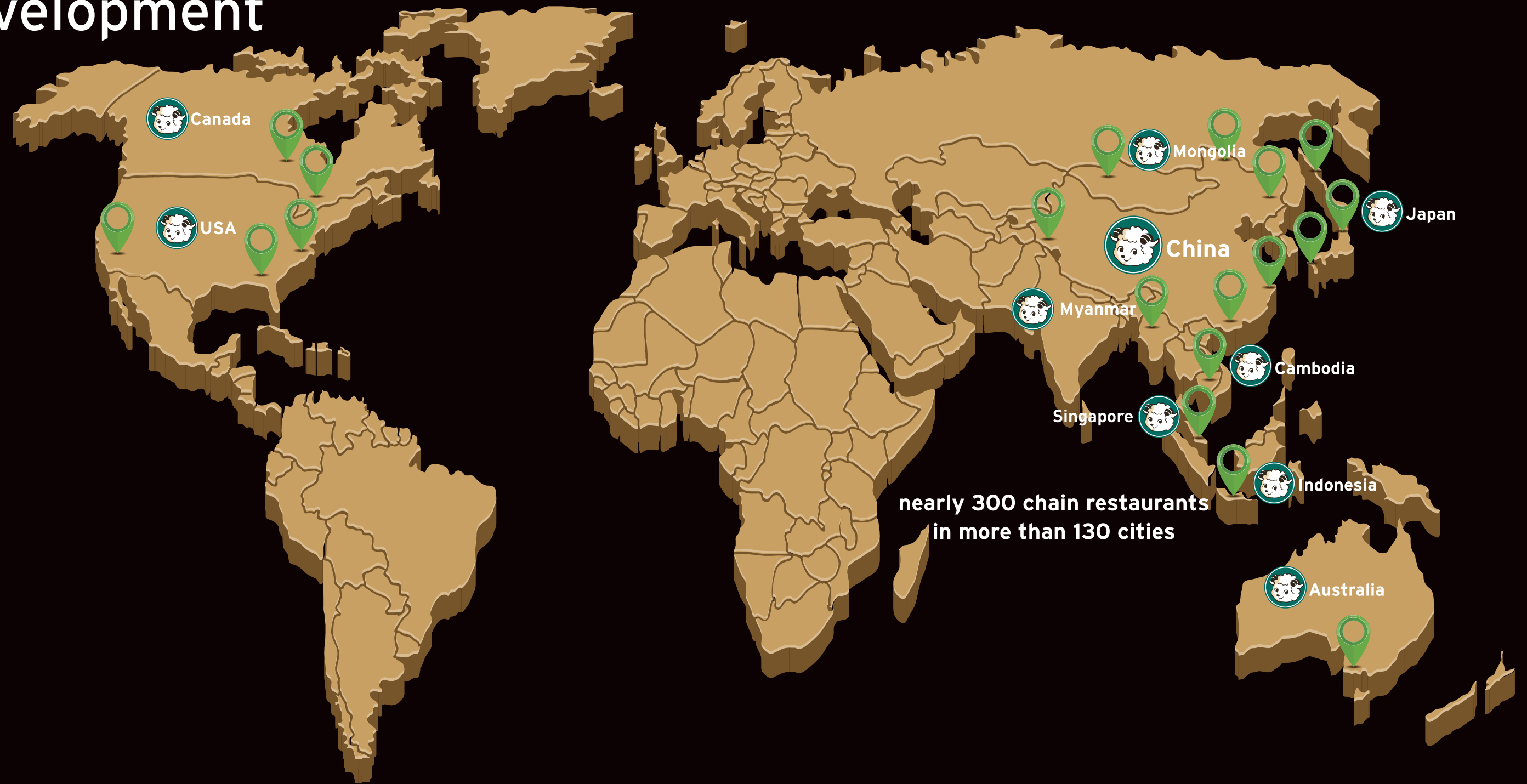
2017

Little Sheep has nearly 300 chain restaurants in more than 130 cities across Hong Kong, Macao, Japan, Southeast Asia, North America and other countries.

Little Sheep Development

- Standing Firm Locally & Embracing Globally

Presently, Little Sheep has nearly 300 chain restaurants in more than 130 cities with the constant familiar flavor in Hong Kong, Japan, South East Asia, and North America.





Strength of Little Sheep

Superior Resource, 6 Months Baby Lamb Selection

Superior Prairie

Xilingo Grassland is one of the four most famous prairie.

Grass

Excellent plant are found in Xilingo

Mongolian Lamb

Tasty Meet, Imperial Tribute in Ming Dynasty and Qing Dynasty

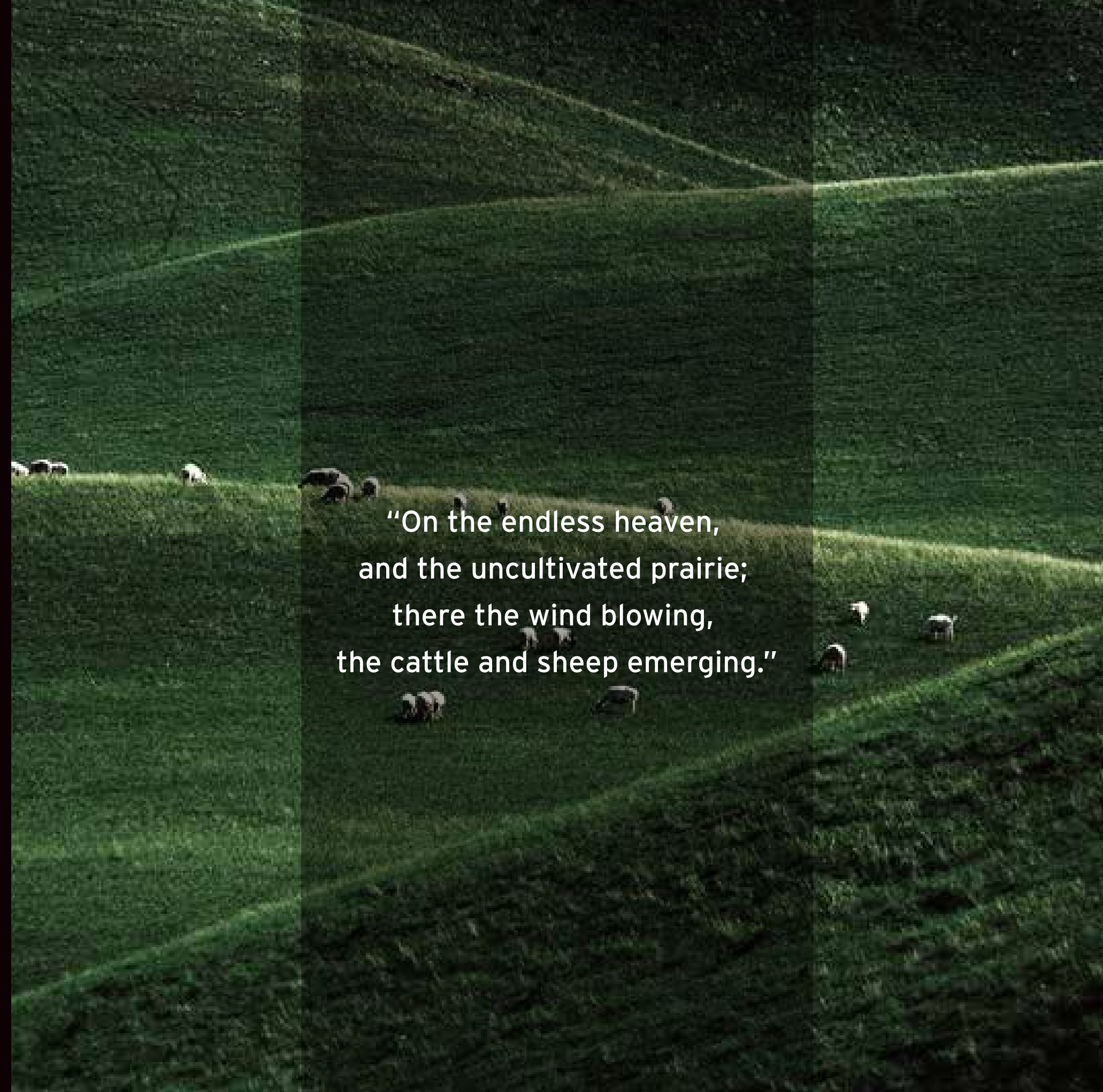


Depasture

Nature Fodder for Lamb

Water

Densely Waterways and Lakes in Xilingo



“On the endless heaven,
and the uncultivated prairie;
there the wind blowing,
the cattle and sheep emerging.”

A Pot Of Rich Mouthful Soup



The harmony of five flavors, seven kinds of traditional Chinese medicine and edible food.

The medicated diet and dietary therapy bring you a pot of delicious soup with long-lasting flavor.

Little Sheep created a new way of instant-boiled Inner Mongolian mutton with no dipping sauce.

Little Sheep Soup: Timeless Taste



| A Plate of Good Meat



Latitude 45 North, Inner Mongolia, Xilingol Prairie, One of 4 Golden Prairies worldwide
Ujimqin Sheep, Sunite Sheep, Ancient Mongolian Sheep, delicate and tasty.
Little Sheep select the lamb with an average of 6 months, which are delicious and tender.

Natural

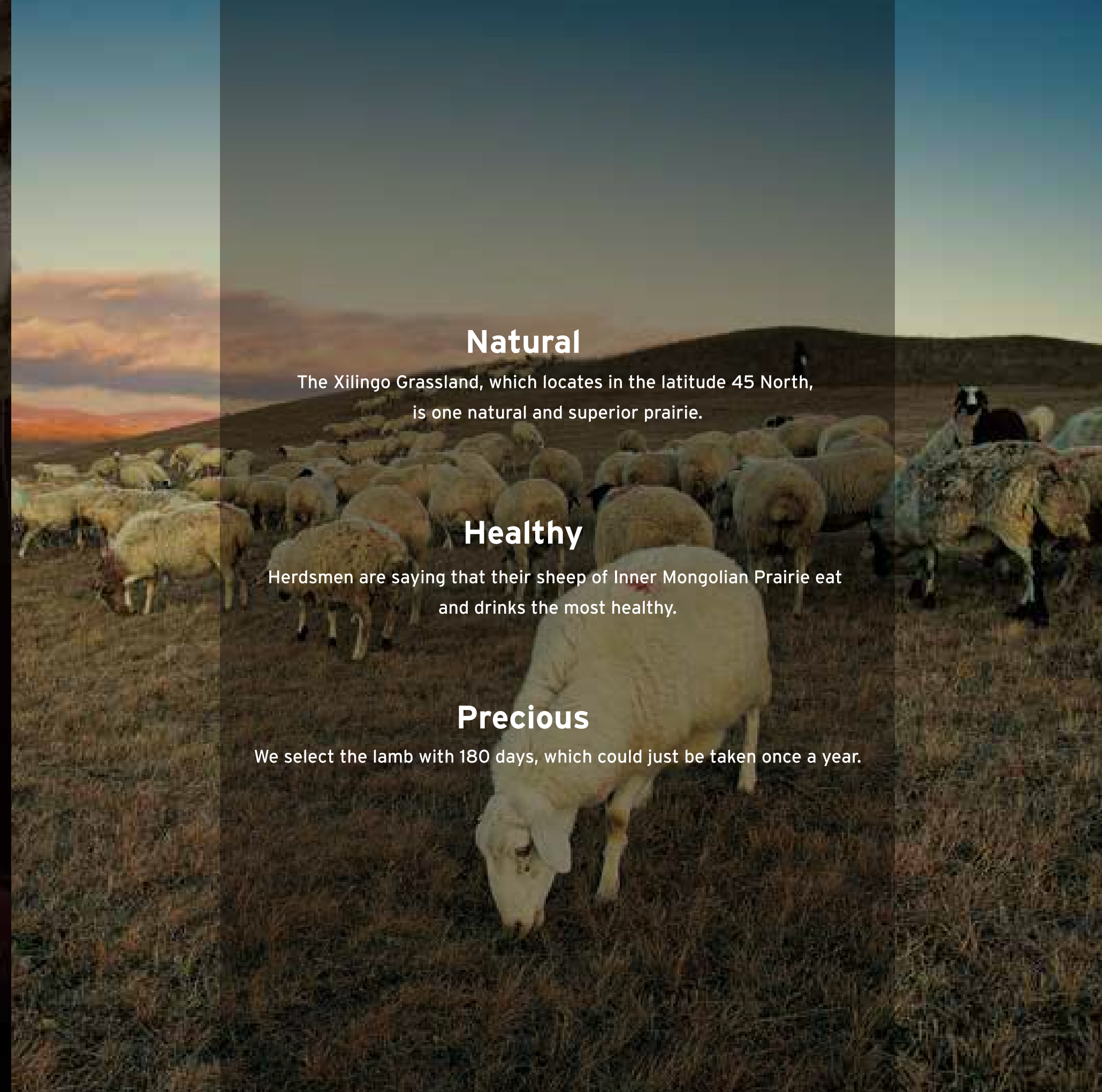
The Xilingol Grassland, which is located in the latitude 45 North, is one natural and superior prairie.

Healthy

Herders are saying that their sheep of Inner Mongolian Prairie eat and drink the most healthy.

Precious

We select the lamb with 180 days, which could just be taken once a year.



Single Hot Pot and Sharing Hot Pot Upgrade

Appropriate for Different Require



Single Hot Pot



Sharing Hot Pot



Product Upgrade



Selected Lamb Rolls--BLOOMING



Chef's Pick Platter



Selected Lamb Rolls--HAPPINESS

Premium Lamb Rolls



Product Upgrade



Premium Lamb Platter





Product Upgrade



Prime Beef New Zealand Origin



Featured Beef

Premium Beef Cube



Product Upgrade



Roasted Lamb Ribs



Signature Lamb Kebab



Product Upgrade

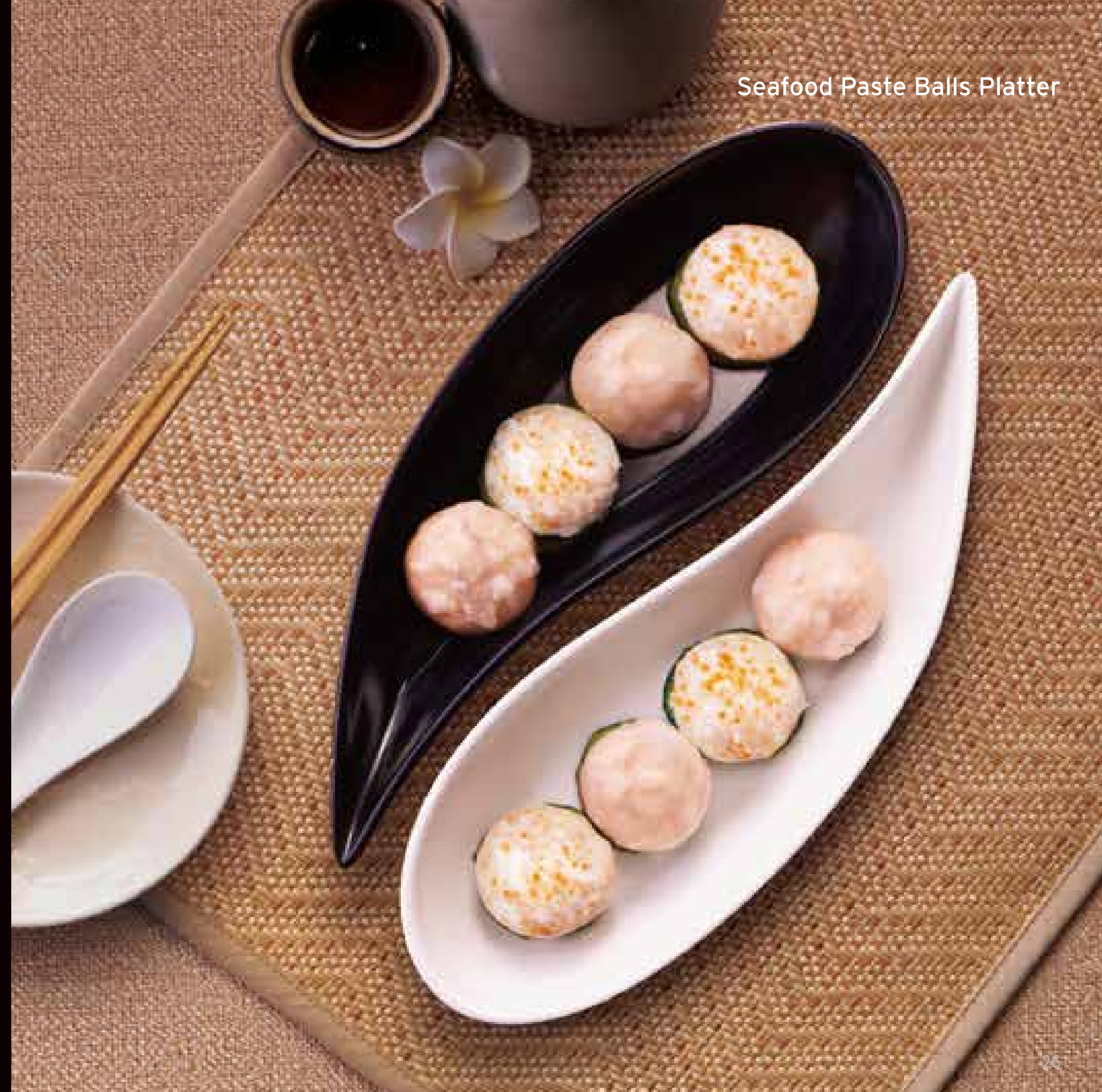


Quail Eggs with Pea Sprouts



South American White Shrimp

Seafood Paste Balls Platter



Premium Business Set

Soup Base Available



Tomato Pot



Mushroom Hot Pot

*Luxury Upgrade,
More Appealing*

Super Value Lunch Set





Store Image Upgrade

In Mall



In Mall Store approximately 300~450M²

- Location: To locate and evaluate within the scope of the business area recognised by the franchisor;
- Floor: Dining floor the shopping center; Recommended Area: About 300-450m²;
- Architecture: Guest seat > 250kg/m² (When the guest area is Located);
- Power Supply: 380V, 50Hz, 200KW-260KW (Corresponding 450-600m²);
- Water Supply: Inlet Size DN50, Hydraulic pressure 2.5-3.5KG;
- Fire control: Have the basic conditions for fire control; Drainage: Special oil separation tank volume > 3.5m³;
- Sewage: Special septic;
- Smoke: Special exhaust pipe, Pipe diameter 500MM X 400MM;
- Outdoor unit position: The property has a reasonable unit installation position and fresh air exhaust;
- Parking space: Parking spaces to meet customer needs





Image Upgrade

By Street



By Street Store approximately 450~600M²

- Location: first or second floor by street (individual entrance)
- Floor: Dining floor the shopping center; Recommended Area: About 450-600m²;
- Architecture: Guest seat > 250kg/m² (When the guest area is Located);
- Power Supply: 380V, 50Hz, 200KW-260KW (Corresponding 450-600m²);
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More Theme Store





More Theme Store





More Theme Store





More Theme Store



Welcome To Join Little Sheep

Little Sheep' s advantages are many – including a classic product, successful model and excellent international support. We require franchisees meet certain standards, to ensure World Class quality is consistently maintained.

Become A Little Sheep Franchisee

- Long-term planning on the franchise course and potentials.
- Knowledge on the operating model concerning dining and retailing sector.
- Rich experience on staff management.
- Good learning competence.
- Superior financial qualification.
- Approval of culture in Yum!China Brands.
- Good commercial awareness and anti-risk competence.
- Understand the local market and consumer characteristics.
- Knowledge on characteristics of local market and consumers.

Franchise Cost

Franchising Model

- Multi-unit Franchisee & Area Developer

Franchise Fee(pre restaurant)(USD)

- Initial Fee: **US\$ 50,000** (10 years right of single store operation)

- Opening Fee: **US\$ 50,000**

- Deposit: **US\$ 15,000** (Refund when contract terminate)

- Maintenance Fee: **6%** (Per store and Per monthly Gross Sales)

- Advertising Fee: **3%** (Per store and Per monthly Gross Sales)

Steps To Becoming A Franchisee

- 1 On-line submission of application
- 2 Internship in the restaurant (one day)
- 3 Phone communication
- 4 Interview by Franchise Committee
- 5 Site selection of franchisers/evaluation
- 6 Signing of Letter of Intention
- 7 Signing of franchise contract/disbursement
- 8 Restaurant design/decoration
- 9 Recruitment and training of staffs
- 10 Backup for business opening(5 days)