

문-치킨
MOON
CHICKEN


san
gyu


accha
INDIAN SOUL FOOD

Company Introduction

HANGRY!

PIZZA
GANG

dari
pada

AYAM

KOPLO

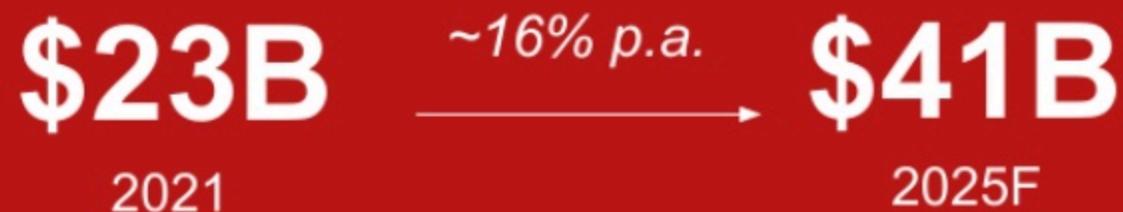


A blurred crowd of people walking in a modern, brightly lit hallway. The ceiling features a grid of recessed lighting fixtures. A glowing wireframe globe hangs from the ceiling in the center of the hallway. The overall atmosphere is one of a busy, contemporary public space.

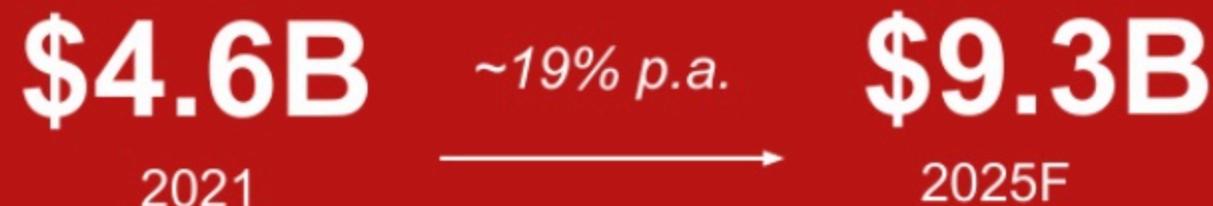
“Becoming a part of
global citizens’ daily lives.”

Local tech unicorns have laid the infrastructure that facilitates robust market dynamics for F&B delivery in Indonesia

Indonesia F&B revenue



Indonesia F&B Delivery GMV



Growth in the industry will accelerate as COVID-19 served as tailwind for delivery segment

Local tech companies building the infrastructure for rapid F&B delivery



Global cloud kitchen players indicate a rapidly growing industry, but no dominant player in SEA yet



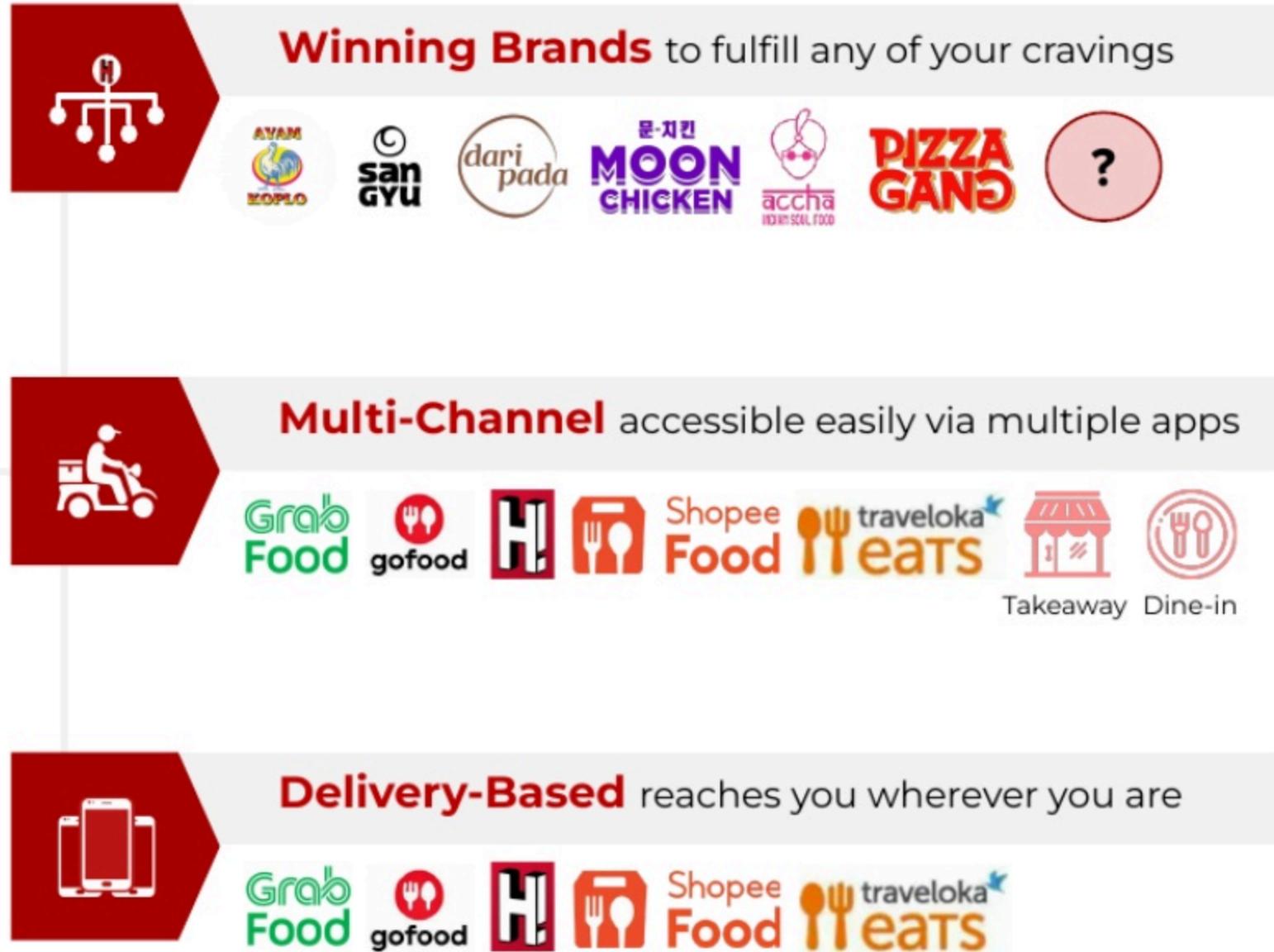
*figures taken from Momentum Works, Bain Analysis, and Euromonitor



Hangry is considered to be the first **Multi-Brand Virtual Restaurant and the House of Winning Brands** in Indonesia



The first
**Multi-Brand Virtual
Restaurant and House
of Winning Brands**
in Indonesia



Case study: San Gyu



Flavor that hits all the right notes

Cute instagrammable mascots

92%
Recommendation
rate

52
Net Promoter
Score

*"It's full of **umami**, very tasty"*

*"I like the **charred-smoky** note!"*

*"The mascot is **cute**!"*

*Based on survey done to >150 customers, 92% of them have recommended San Gyu to other people





Case study: Moon Chicken

문-치킨
**MOON
CHICKEN**

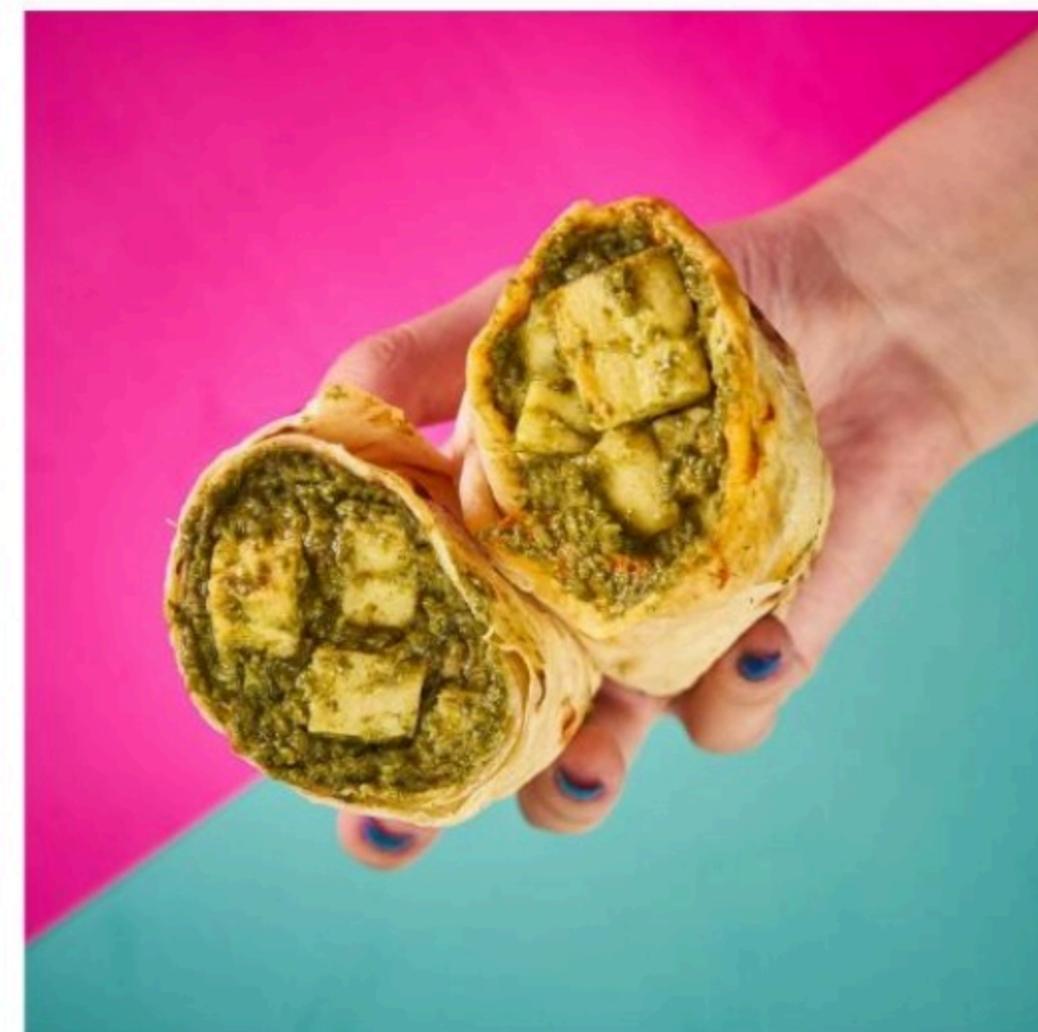
Long lasting juiciness and crunchiness

Large selection of flavors that can cater to everyone

60

Net Promoter Score

Case study: **Accha**



**SPICE UP
YOUR LIFE**

**ACCHA
GOTCHA!**

Localised Indian cuisine that suits Indonesian palate

Affordable price points because it's food for everyone

48

Net Promoter Score

Upcoming Launch: **Pizza Gang**



You got it!

Special dough recipe

Wide range of topping choices

Through brand acquisitions, nationwide expansion and support from renowned VCs, Hangry is solidifying its goal to become **Indonesia's House of Winning Brands.**



Nov 2019

Launch of Ayam Koplo, Dari Pada, and San Gyu



Jan 2020

US\$3mn Seed Round Fundraising led by Sequoia Capital's Surge program



Oct 2020

Launch of Moon Chicken



Dec 2021 - Jan 2022
Expansion to Surabaya & Semarang

ALPHA JWC
VENTURES

Apr 2021

US\$13mn Series A Fundraising led by Alpha JWC



Dec 2020
Expansion to Bandung



Feb 2022
Soft launch of Pizza Gang



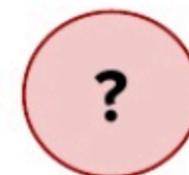
Mar 2022

Acquisition process of Accha and Expansion to Medan & Makassar



Mar 2022

US\$22mn Series A2 Fundraising led by JCP



2022
Launch of New Brand



And many more coming!

Where we are

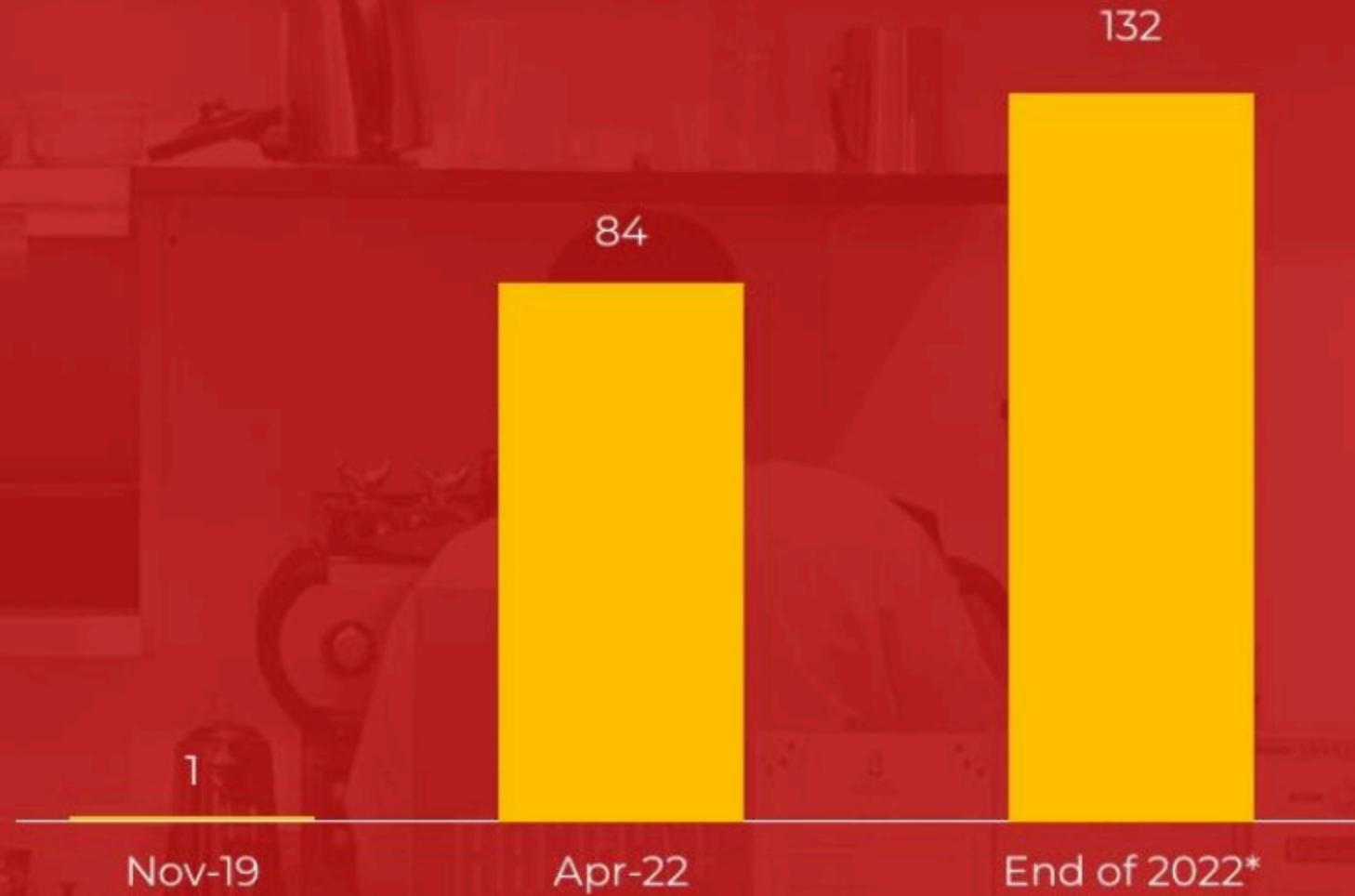
In over 30 months, we have...



opened

84 outlets

and will continue to expand nationally
up to **132 outlets by the end of 2022.**



* Actual result may differ materially from the projection.

Hangry is expanding rapidly by raising capital from partners and via crowdfunding platforms to fuel expansion, but it fully operates these outlets

Partnership Scheme where we fundraise directly from individuals who invest in the entire outlet



Location:
Hangry Siliwangi - Semarang



Location:
Hangry Manyar Kertoarjo - Surabaya

Equity Crowdfunding Scheme where we fundraise directly from groups of retail investors who invest as little as \$100



HGY1
Hangry - PT Kuliner Maju Pertama



Hangry Majapahit Semarang
Telah terkumpul 100.00%

Hangry has been **growing** on all fronts - from our **acquisition process of a winning brand**, expansion to **new cities**, closing our latest **fundraising round** and much more



Hangry has closed a **US\$22mn Series A2 Funding**



Acquisition process of Accha, the pioneer of Indian Soul Food in Indonesia



Soft launch of **Pizza Gang**, a company for our customers' moment of bonding



Introducing the first flagship store **Moon Chicken Station Senopati**



Welcoming our new city service: **Surabaya, Semarang, Medan, Makassar**



Collaborated with **Samyang for Moon Chicken**

Hangry is founded by the pioneer wave of entrepreneurs who have successfully exited in Indonesia's fledgling tech ecosystem, backed by experienced hands from Indonesia's F&B and E-Commerce industry



Andreas Resha, President

Battle-tested startup operator who was VP in Cermati (Acquired by Djarum Group) and CFO in Jurnal (Acquired by Sleekr Group); started from scratch the Cermati Customer Excellence department to a size of 600 members.



Abraham Viktor, CEO

Serial Entrepreneur; Founder of Taralite (Acquired by OVO), well-known Foodie (@hungrybram) who was shortlisted as one of the voter for Asia 50 Best Restaurants, a list created by an influential group of 300 leaders in the restaurant industry across Asia.



Robin Tan, CTO/CMO

Growth Hacker and Technologist who was the CTO of Taralite (Acquired by OVO) and later became the Product Lead of OVO after the acquisition; he started his career in JPMorgan after completing his undergraduate education with the Lee Kuan Yew Gold Medal in NTU on an Sembcorp scholarship.



Arlene Sutjiamidjaja, CBO

Seasoned business leader with experience in top-tier strategy consulting and tech startups. She was part of the early Business Development team in Shopee Indonesia: establishing different categories, including F&B, and eventually heading the platform's Seller Management team, in charge of growing and monetizing the largest active online merchant base in Indonesia.



Sari Dewi Lauda, COO

Serial Foodpreneur; She started her career in F&B with one of the most established F&B chains in Indonesia; she is also a co-owner & advisor of multiple restaurant groups running 40+ outlets with more than 10 years of experience in the F&B industry; She is specialized in starting up, systemizing and establishing SOPs for growing F&B companies.



Wenyou Tan, CFO

Formerly part of OVO's executive management team, where he reported directly to the CEO and headed the company's fund-raising and M&A efforts. He was also the COO of Taralite (acquired by OVO), a fintech high-growth company that was invested in while he was with the Investments team of SBI (Formerly SoftBank Investments).

HANGRY!

Again,
it all comes down
to one goal.

MAKING MOMENTS
DELIGHTFUL.

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