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International Retail Leasing Hub

INTERNATIONAL RETAILERS AT MAPIC

A SPECIAL SELECTION OF INTERNATIONAL BRANDS LOOKING FOR
CROSS-BORDER EXPANSION, ATTENDING OUR INTERNATIONAL
RETAILERS NETWORKING EVENT

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Gong cha



BRAND NAME: Gong cha
TYPE OF BRANDS: F&B
COUNTRY OF ORIGIN: Taiwan
YEAR OF CREATION: 2006
NUMBER OF EXISTING SHOPS: 2,402
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 33 countries

EXPANSIONS PLANS

TYPE OF LOCATION: High Street / Mall / Retail Park / Outlet
COUNTRIES OF EXPANSION: France, Germany, Spain
AVERAGE SHOP SIZE: 600sqm
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: Global 350

INTRODUCTION

Gong cha is one of the world's leading premium bubble tea brands, recognised for its commitment to quality, innovation and authentic tea craftsmanship. Founded in Taiwan in 2006, the brand has grown into a globally recognised franchise with thousands of stores across Asia, Europe, the Middle East, Oceania and the Americas, serving millions of customers each year.

The name «Gong cha» translates to «tribute tea,» reflecting the tradition of presenting the finest quality tea to royalty. This heritage continues today through the brand's unwavering focus on premium ingredients, freshly brewed teas and handcrafted beverages. Every drink is prepared to order, allowing customers to personalise sweetness levels, ice content and toppings, creating a highly customised experience.

Gong cha offers an extensive menu that combines traditional tea culture with contemporary consumer trends. Its range includes signature milk teas, fruit teas, brewed teas, creative seasonal beverages and premium toppings such as tapioca pearls, milk foam and jelly. Continuous product innovation ensures the menu remains relevant while maintaining the brand's core commitment to exceptional taste and consistency. The brand operates through a robust international franchise model, providing comprehensive support across operations, training, supply chain, product development, marketing, quality assurance and store design. This structured approach enables franchise partners to deliver a consistent customer experience while adapting to local market preferences where appropriate. As consumer demand for premium beverages continues to grow, Gong cha remains at the forefront of the industry through ongoing investment in technology, operational excellence and menu innovation. The brand is committed to sustainable growth, supporting franchisees with proven business systems, trusted supplier networks and continuous operational guidance.

Today, Gong cha is recognised as a market leader within the global tea beverage sector, combining Taiwanese tea heritage with modern retail excellence. Its strong brand reputation, premium positioning and scalable franchise model make it an attractive opportunity for entrepreneurs and investors seeking to develop a world-class beverage business in both established and emerging markets.



BRAND NAME: la Vie en Rose
TYPE OF BRANDS: Fashion / Lingerie / Swimwear / Sleepwear / Loungewear
COUNTRY OF ORIGIN: Canada
YEAR OF CREATION: 1985
NUMBER OF EXISTING SHOPS: 400+ stores worldwide
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 20 countries

EXPANSIONS PLANS

la Vie en Rose is looking for experienced retail and franchise partners to accelerate international growth in high-potential markets. Priority is given to strong mall locations and leading retail destinations, with selected opportunities in retail parks, outlets, shop-in-shops and e-commerce where the market supports those formats.

TYPE OF LOCATION: Mall / Retail Park / Outlet / selected High Street / selected Shop-in-Shop
COUNTRIES OF EXPANSION: Europe, Southeast Asia, Middle East and Latin America
AVERAGE SHOP SIZE: 125-175 M²
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: Approximately 50-75 new international openings, depending on partner rollout plans and market readiness

INTRODUCTION

la Vie en Rose is a Canadian lingerie, swimwear, sleepwear and loungewear brand founded in 1985 and headquartered in Montreal, Quebec. The brand offers affordable, high-quality products designed to make shopping for bras, panties, lingerie, swimwear and sleepwear comfortable, simple and enjoyable.

All products are conceived and designed by the company's in-house design team in Montreal, with a focus on fit, comfort, femininity and everyday confidence. The assortment covers everyday essentials, seasonal fashion, swimwear, beachwear, pajamas and loungewear, serving women across a broad age range and different moments of life.

Since beginning its international expansion in 2004, la Vie en Rose has grown through long-term retail partnerships and a consistent branded store experience across markets. The company is focused on developing the brand internationally with experienced operators who can support growth across stores, e-commerce and selected omnichannel formats while preserving the visual, commercial and customer-experience standards that define la Vie en Rose.



BRAND NAME: HAZZYS

TYPE OF BRANDS: Fashion

COUNTRY OF ORIGIN: South Korea

YEAR OF CREATION: 2000

NUMBER OF EXISTING SHOPS: 900+

NUMBER OF COUNTRIES WITH EXISTING

SHOPS: 6 (Korea, China, Taiwan, Vietnam, Russia, HongKong)

EXPANSIONS PLANS

TYPE OF LOCATION: Shopping Mall,

Department Store, High Street, etc

COUNTRIES OF EXPANSION: Middle East,

Europe, India, Thailand, Indonesia, Malaysia,

Singapore

AVERAGE SHOP SIZE: 100 to 150 sqm

TARGET NUMBER OF OPENINGS IN THE NEXT

2 YEARS: 20

INTRODUCTION

Founded in Seoul in 2000, HAZZYS is a premium contemporary casual brand bringing a Korean perspective to enduring classics. Inspired by London's classic style, it finds its own expression in Seoul: confident colour, thoughtful details and an instinct for making the familiar feel new.

HAZZYS has grown alongside the everyday lives of its customers in Korea, earning their trust through style and quality. For these discerning customers, looking good is only the beginning: how a garment feels, fits and wears matters just as much. By listening closely and refining the details, the brand has earned a lasting place in their wardrobes.

Today, HAZZYS has an established following across Asia. Its signature dog emblem adds warmth and a little wit—a friendly companion to everyday life, expressing the brand's ambition to connect across generations and cultures.

From working days to weekends away and quiet afternoons at home, HAZZYS dresses the many moments that make a life. Collections for men, women and children, alongside accessories and golfwear, offer families a shared sense of style, with room for every personality.

Seoul remains at the heart of the story. Traditional Korean colours and collaborations with Korean craftspeople bring new ideas to the brand's collections and spaces. At SPACE H SEOUL, its flagship in Myeongdong, fashion, art and exhibitions invite visitors from around the world to experience the culture behind the clothes.

POP MART



BRAND NAME: POP MART

TYPE OF BRANDS: Culture, Media & Toys Stores

COUNTRY OF ORIGIN: China

YEAR OF CREATION: 2010

NUMBER OF EXISTING SHOPS: 676 stores

NUMBER OF COUNTRIES WITH EXISTING SHOPS: 20 countries with physical stores

GROSS REVENUE 2025: \$5.4bn - Gross revenue 2025

EXPANSIONS PLANS

TYPE OF LOCATION: High Street / Mall / Travel Retail / Retail Park / Outlet

COUNTRIES OF EXPANSION: Western Europe

AVERAGE SHOP SIZE: 45 to 460 square meters

TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: 27 in Europe

INTRODUCTION

Founded in Beijing in 2010, POP MART is a global designer collectible and entertainment brand, bringing together original character IP, art, culture and immersive experiences. Driven by iconic characters including LABUBU, HIRONO and SKULLPANDA, POP MART has grown from a collectible toy phenomenon into a global creative and entertainment platform, connecting fans through collectible design, storytelling, innovative retail and digital experiences.

STAND OIL



BRAND NAME: STAND OIL (by KOZHA Co., Ltd.)

TYPE OF BRANDS: Fashion & Accessories (Bags & Leather Goods)

COUNTRY OF ORIGIN: South Korea

YEAR OF CREATION: 2018

NUMBER OF EXISTING SHOPS: 28 stores

NUMBER OF COUNTRIES WITH EXISTING SHOPS: 7 countries (South Korea: 17, Japan: 3, Thailand: 3, Indonesia: 2, Taiwan: 1, Malaysia: 1, Philippines: 1)

GROSS REVENUE 2025: Approx. USD 43 Million (KRW 58 Billion)

EXPANSIONS PLANS

TYPE OF LOCATION: High Street, Major Shopping Malls, Flagship Locations

COUNTRIES OF EXPANSION: France, United Kingdom, United Arab Emirates (UAE), North America (USA & Canada)

AVERAGE SHOP SIZE: 100 – 200 M²

TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: 20 – 40 locations

INTRODUCTION

STAND OIL is a fast-growing Korean contemporary fashion and lifestyle bag brand, celebrated for modern everyday designs that blend timeless aesthetics with practical functionality. Driven by high-concept spatial storytelling, STAND OIL transforms physical stores into immersive experiential destinations that deeply engage young, trend-conscious consumers. With an established footprint across major Asian markets—operating 28 stores across 7 countries—the brand is now expanding its global physical footprint through directly operated flagship stores in Europe and North America, alongside strategic franchise partnerships in the Middle East.

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BRAND NAME: Dave's Hot Chicken
TYPE OF BRANDS: F&B
COUNTRY OF ORIGIN: Los Angeles parking lot, United States
YEAR OF CREATION: 2017
NUMBER OF EXISTING SHOPS: 450 units
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 7 countries (USA, Canada, KSA, UAE, Qatar, UK, Ireland)

EXPANSIONS PLANS

TYPE OF LOCATION: High Street / Mall / Retail Park
COUNTRIES OF EXPANSION:

- Priority over the next year: UK, Ireland, Poland, Italy
- Beyond next year: Czech Republic, France, Germany, Hungary, Netherlands, Portugal, Spain, Turkey

AVERAGE SHOP SIZE: 200-300m2
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: 20 locations in Europe

INTRODUCTION

Dave's Hot Chicken is one of the fastest-growing restaurant brands. Founded by three childhood friends with just \$900 in a parking lot in East Hollywood, the brand has transformed into a global phenomenon. The concept is simple: making juicy Nashville-style hot chicken that will "Blow your Mind", served across seven spice levels, from Not Hot to the extreme Reaper, in a vibrant street-art atmosphere. Following its partnership with Bill Phelps, the co-founder of Wetzel's Pretzels, the brand accelerated its expansion through franchising. Today, Dave's Hot Chicken has sold the rights to more than 1,000 locations globally, with over 450 locations operating across the U.S., Canada, Middle East and Europe. The brand has attracted celebrity investors including Drake and Usher and has built a massive social media following with 7 million fans. The business was acquired by Roark for a valuation of \$1 billion and is gearing up for its next phase of global expansion. Azzurri Group has secured the European franchise rights of the brand. The ambition is to open more than 200 Dave's Hot Chicken restaurants across Europe.

Azzurri Group is one of the UK's leading hospitality platforms, operating more than 240 locations across full-service and quick service dining. The group's portfolio include Zizzi and ASK Italian, two leading Italian full-service brands; Coco di Mama, a quick-service Italian concept; Boojum, a fast-casual Mexican chain; and the "mind-blowing" Dave's Hot Chicken. Since acquiring the rights in 2024, Azzurri Group has already opened 16 restaurants across the UK and Ireland and is in advanced discussions to launch in various European counties in the next year, via a joint-venture model with local operators.



BRAND NAME: Dairy Queen®

TYPE OF BRANDS: F&B, soft-serve ice cream, treats and QSR

COUNTRY OF ORIGIN: United States

YEAR OF CREATION: 1940

NUMBER OF EXISTING SHOPS: +8,000

NUMBER OF COUNTRIES WITH EXISTING SHOPS: 22

GROSS REVENUE 2025: US\$6.6 billion in global system sales

EXPANSIONS PLANS

WHAT WE ARE LOOKING FOR: Experienced, well-capitalized master franchise partners to develop DQ® across Europe and the Middle East.

TYPE OF LOCATION: High Street / Mall / Retail Park / Transport Hub / Drive-Thru

COUNTRIES OF EXPANSION: United Kingdom, France, Germany, Italy, Romania, Poland, United Arab Emirates, Saudi Arabia

AVERAGE SHOP SIZE: A variety of formats ranging from 30 m² to 140 m²

TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: +750 internationally; openings in Europe and the Middle East would follow signed master franchise agreements.

INTRODUCTION

Dairy Queen® has served its signature soft serve since the first restaurant opened in Joliet, Illinois, in 1940. The Blizzard® Treat, introduced in 1985 and served upside down, remains one of the brand's signature icons. Part of Berkshire Hathaway since 1998, the DQ system spans +8,000 locations in 22 countries, +4,000 of them outside the United States. One mission unites them: to create positive memories for all who touch DQ.

Outside the US and Canada, DQ has grown for more than 65 years through long-term franchise partnerships, from Mexico and the Caribbean to the Middle East and Asia, including China, which is the brand's largest international market. Formats range from treat-only shops to DQ Grill & Chill® restaurants serving hot food and treats. Since November 2025, DQ has announced new development agreements for Taiwan, Hong Kong, Macau, Qatar and Puerto Rico. In 2026, Entrepreneur magazine ranked International Dairy Queen No. 6 among its Fastest-Growing Franchises for international unit growth.



SLIM CHICKENS



BRAND NAME: Slim Chickens (Boparan restaurant Group)
TYPE OF BRANDS: F&B
COUNTRY OF ORIGIN: USA
YEAR OF CREATION: 2003
NUMBER OF EXISTING SHOPS: 290
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 8

EXPANSIONS PLANS

TYPE OF LOCATION: High street / shopping centre / retail park / leisure destination / drive-thru / travel hub - all
COUNTRIES OF EXPANSION: Europe
AVERAGE SHOP SIZE: 240sqm
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: 40

INTRODUCTION

Slim Chickens is a fast-growing global premium chicken brand, offering experienced restaurant operators and multi-unit franchise partners an exciting opportunity to join its continued expansion across Europe.

Founded in the US, Slim Chickens has grown into a recognised QSR+ brand, built around a simple proposition: hand-breaded chicken cooked fresh, bold flavours and warm hospitality. Its menu of signature Chicken Tenders, Wings, Sandwiches and Wraps is complemented by 14 distinctive house sauces.

With over 80 restaurants across the UK, Slim Chickens has established a strong presence in one of Europe's most competitive restaurant markets and is now focused on accelerating its European growth.

We are actively seeking experienced, well-capitalised franchise partners and multi-unit restaurant operators to develop Slim Chickens across key European markets. We are particularly interested in partners with the operational capability, local market knowledge and ambition to build the brand at scale.

Slim Chickens offers flexible restaurant formats suitable for high streets, shopping centres, retail and leisure destinations, drive-thrus and travel locations.

At MAPIC, our priority is connecting with prospective franchise partners and established F&B operators. We also welcome strategic property introductions where they support the development requirements of our existing franchise partners and European pipeline.



BRAND NAME: Planet Fitness
TYPE OF BRANDS: Fitness
COUNTRY OF ORIGIN: United States
YEAR OF CREATION: 1992
NUMBER OF EXISTING SHOPS: 2,900+
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 8

EXPANSIONS PLANS

TYPE OF LOCATION: High Street / Mall / Retail Park / Outlet
COUNTRIES OF EXPANSION: Spain, Australia, Mexico, Panama, Puerto Rico, Canada, United States and soon to be New Zealand
AVERAGE SHOP SIZE: 1,200 - 2,000 m2
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: (NON-MANDATORY)

INTRODUCTION

Planet Fitness was founded in 1992, in Dover, NH. In the beginning, it operated much like every other gym in its small hometown and catered to the same small percentage of the population in the U.S. who worked out and belonged to a health club.

Today, Planet Fitness has become one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. With more than 2,900 locations in 50 states, Puerto Rico, Canada, Panama, Mexico, Spain and Australia, Planet Fitness has continued to spread its unique mission of enhancing people's lives by providing an affordable, high-quality fitness experience in a welcoming, non-intimidating environment.



BRAND NAME: XIAOMI

TYPE OF BRANDS: Technology

COUNTRY OF ORIGIN: China

YEAR OF CREATION: 2010

NUMBER OF EXISTING SHOPS: 756 stores – 21 stores in Europe

NUMBER OF COUNTRIES WITH EXISTING

SHOPS: 23 countries

EXPANSIONS PLANS

TYPE OF LOCATION: High traffic mall

COUNTRIES OF EXPANSION: Spain, France, Germany, Italy

AVERAGE SHOP SIZE: 80 to 100 sqm GLA

TARGET NUMBER OF OPENINGS IN THE NEXT 2

YEARS: 5 to 10 stores by country

INTRODUCTION

Xiaomi is a global technology leader committed to making innovative technology accessible to everyone through its vision of "Innovation for Everyone." In France, Xiaomi has established itself as a leading player in the smartphone market, consistently ranking among the Top 3 smartphone brands for five consecutive years. With a strong presence across major telecom operators, leading retailers, and e-commerce platforms, Xiaomi continues to strengthen its market position and brand recognition among French consumers.

Beyond smartphones, Xiaomi offers a comprehensive portfolio of tablets, wearables, smart home devices, and connected lifestyle products, delivering a seamless and intelligent user experience through its Human x Car x Home ecosystem strategy. Xiaomi is also accelerating its expansion into the automotive industry. In China, its electric vehicle business has demonstrated remarkable growth, with full-year vehicle sales projected to exceed 600,000 units in 2026, highlighting Xiaomi's technological capabilities and its ambition to redefine smart mobility. Driven by continuous innovation, premium design, advanced imaging technology developed in collaboration with Leica, and exceptional value, Xiaomi is committed to delivering cutting-edge products and outstanding experiences. Our ambition is to make premium technology accessible to everyone while building a smarter, more connected future.

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O.W.M



BRAND NAME: Optima Wellness Museum
TYPE OF BRANDS: Wellness Pharmacy
COUNTRY OF ORIGIN: Republic Of Korea
YEAR OF CREATION: March 2016 (LSP) / September 2025 (OWM)
NUMBER OF EXISTING SHOPS: 13
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 1 (South Korea); Japan opening late Nov 2026
GROSS REVENUE 2025: KRW 45B / USD 34.6M (LSP group)

EXPANSIONS PLANS

We are seeking strategic retail partners, investors, and experienced local operators to develop OWM's Korean beauty and wellness retail concept internationally. Our flexible expansion model includes curated product sections, shop-in-shops, dedicated K-Wellness zones, and standalone OWM stores. At MAPIC, we aim to connect with retailers interested in hosting OWM sections, investors and operators seeking to launch OWM stores, and retail property partners who can support site selection and development.

TYPE OF LOCATION: Shopping malls, department stores, high street locations, and shop-in-shop spaces within beauty, health, and pharmacy retailers.

COUNTRIES OF EXPANSION: Japan, with the first store scheduled to open in late November 2026. Discussions are also underway in Thailand, Indonesia, India, Hong Kong, Mongolia, the United States, and the Middle East. At MAPIC, we are particularly interested in connecting with potential partners in Europe and the GCC.

AVERAGE SHOP SIZE: Flexible by format: Curated shelf section, shop-in-shop, dedicated K-Wellness zone, or standalone store.

TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: Our focus is on securing partners who can invest in and operate OWM stores or introduce OWM sections within existing retail networks.)

INTRODUCTION

OWM (Optima Wellness Museum) introduces K-Pharmacy: a Korean approach to beauty and wellness retail rooted in the pharmacy's role as a trusted place for personal consultation and everyday care. Drawing on Optima's pharmacy heritage and a network of approximately 880 pharmacies, OWM brings this culture into a premium retail setting.

At the heart of OWM is consultation-led curation. Beyond displaying products, we focus on understanding each customer's concerns through in-depth pharmacist consultations and guiding them toward a carefully selected range of skincare, makeup, health supplements, and wellness essentials.

"Wellness, Before Illness" also shapes our spaces. OWM is conceived as a calm, comfortable destination where customers have the time and room to explore, ask questions, and invest in their wellbeing.

Our ultimate ambition is to establish OWM as a global luxury wellness brand, bringing together the cultural identity of K-Pharmacy, intelligent personalisation, and exceptional retail experiences.

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TUPS

LABORATORIES



BRAND NAME: Tups Korean Skin Lounge
TYPE OF BRANDS: Beauty / Wellness
COUNTRY OF ORIGIN: South Korea
YEAR OF CREATION: 2020
NUMBER OF EXISTING SHOPS: 1 Dubai City Walk Flagship
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 2

EXPANSIONS PLANS

TYPE OF LOCATION: High Street / Mall / Lifestyle Destinations
COUNTRIES OF EXPANSION: Worldwide, with priority markets in Europe, the Middle East, North America, and Asia-Pacific
AVERAGE SHOP SIZE: 80–150 sqm
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: 10–15 Locations

INTRODUCTION

Born in Korea. Powered by AI Skin Science. Designed for the World's Finest Retail Destinations. TUPS SKIN LOUNGE is a pioneering Korean skin wellness brand bringing advanced K-Beauty innovation to life through a premium, globally scalable concept that seamlessly integrates personalized skincare treatments and retail. From our flagship at Dubai's prestigious City Walk, we are redefining the beauty retail experience creating destinations that inspire discovery, build lasting customer loyalty, and encourage repeat visits.

Be among the first to shape the next era of global Korean skin wellness.

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balabala



BRAND NAME: Balabala
TYPE OF BRANDS: Fashion
COUNTRY OF ORIGIN: China
YEAR OF CREATION: 2002
NUMBER OF EXISTING SHOPS: 4500+
NUMBER OF COUNTRIES WITH EXISTING SHOPS: 25+
GROSS REVENUE 2025: USD 1.6 billion

EXPANSIONS PLANS

TYPE OF LOCATION: Mall
COUNTRIES OF EXPANSION: France, Germany, Spain, Egypt
AVERAGE SHOP SIZE: 150-250 m²
TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: (NON-MANDATORY)

INTRODUCTION

Balabala is a World's Leading Childrenswear Brand. Founded in 2002, we have grown to operate 4,500 stores spanning 25 markets globally. Inspired by tens of millions of families, Balabala keeps children's growth at our core. Through better products, richer experiences, and deeper cultural connections, we nurture every child's passion, accompany every family's journey, and contribute to a beautiful childhood for children.

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MUUT

**BRAND NAME:** MUUT**TYPE OF BRANDS:** Fashion**COUNTRY OF ORIGIN:** S.Korea, Seoul**YEAR OF CREATION:** 2024**NUMBER OF EXISTING SHOPS:** 7 stores in Korea, 1 store in Singapore, 2 stores in Taiwan**NUMBER OF COUNTRIES WITH EXISTING****SHOPS:** 3. (S.Korea, Taiwan, Singapore)

EXPANSIONS PLANS

TYPE OF LOCATION: 1. High Street 2. Department store 3. Shopping mall**COUNTRIES OF EXPANSION:** The western Europe, The north America (Canada, USA)**AVERAGE SHOP SIZE:** 1100 to 300 sqm**TARGET NUMBER OF OPENINGS IN THE NEXT****2 YEARS:** 30 stores in China, 1 store in Vietnam (HCMC), 1 store in South Africa

INTRODUCTION

MUUT is a contemporary fashion eyewear brand from Seoul.

Since its launch in 2024, MUUT has opened 7 stores in Korea, 2 in Taiwan, and 1 in Singapore.

With growing demand across Europe and North America, MUUT seeks strategic retail partners to accelerate its global expansion.

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DESSERT 39



BRAND NAME: Dessert39

TYPE OF BRANDS: F&B

COUNTRY OF ORIGIN: South Korea

YEAR OF CREATION: N/A

NUMBER OF EXISTING SHOPS: 420

NUMBER OF COUNTRIES WITH EXISTING SHOPS: USA, Philippines, Mongolia

EXPANSIONS PLANS

Targeting commercial areas and shopping malls with high foot traffic from women in their 10s to 30s, who are our primary customer demographic.

TYPE OF LOCATION: High Street & Shopping Mall

COUNTRIES OF EXPANSION: Europe and Middle East

AVERAGE SHOP SIZE: 100sqm or above recommended

TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: Approximately 7countries and 50stores(Overseas only)

INTRODUCTION

DESSERT39 is Korea's No. 1 premium healthy dessert café franchise, established in 2015 in Seoul. Built on its brand philosophy of offering guilt-free indulgence, DESSERT39 redefines the café experience through continuous product innovation. The brand combines world-class K-desserts, signature beverages, and an extensive line of **No-Sugar, Low-Calorie**, and functional products specifically engineered for health-conscious consumers and diabetic-friendly lifestyles.

KERNEL LAB



BRAND NAME: Kernel Lab / Five Iron / Flight Club

TYPE OF BRANDS: Leisure / competitive socialising (games & F&B)

COUNTRY OF ORIGIN: France

YEAR OF CREATION: 2025

NUMBER OF EXISTING SHOPS: first French venues in development. Portfolio brands operate 80+ venues worldwide (Five Iron Golf 50+, Flight Club 30+)

NUMBER OF COUNTRIES WITH EXISTING SHOPS: Five Iron Golf 7, Flight Club 4

EXPANSIONS PLANS

Paris first, then France's main cities, Brussels, Luxembourg

TYPE OF LOCATION: High Street / Retail parks / Mixed-use destinations, high-footfall urban sites

COUNTRIES OF EXPANSION: France/ Belgium/ Luxembourg

AVERAGE SHOP SIZE: From 400 sqm up to 800 sqm per concept, 3.5 m minimum ceiling height. Larger units considered for two concepts side by side

TARGET NUMBER OF OPENINGS IN THE NEXT 2 YEARS: 5

INTRODUCTION

Kernel Lab is a French leisure operator bringing the best international competitive-socialising concepts to France: games, food and beverage under one roof, built for groups, after-work and weekends.

Kernel Lab holds the exclusive franchise rights for Five Iron Golf in France and is bringing Flight Club, the UK's social darts concept to Paris. It also invests in social-gaming concepts Poolhouse and Amusoire. This is not family entertainment: every venue is premium, adult-focused and built around great drinks, food and service.

Kernel Lab belongs to a French family group active in hospitality and real estate. The group runs Little Red Door and The Cambridge Public House, two Paris bars consistently ranked among The World's 50 Best Bars for the past decade. It also owns and operate a 150+ rooms upscale hotel and is developing a second, 200+ room upper-upscale hotel near Disneyland Paris. Its real-estate arm trades, develops and repositions property, and invests in portfolios of retail units leased to international chains.

This is why we come to the table as owners, not only as operators: we know what a landlord expects from a tenant and look for long-term partnerships. Our venues are experiential anchors that bring footfall in the evening and at weekends, attract corporate events and keep visitors on site longer.

NOT TO BE MISSED

Discover a selection of brands handpicked by the MAPIC Team
(as of 16 October 2026)



CHICK-FIL-A (USA)

Chick-fil-A is a major quick-service restaurant chain specializing in chicken sandwiches, nuggets, breakfast and other chicken-focused menu items.

The company is increasingly pursuing international growth, developing its presence beyond North America as part of a broader global expansion strategy.



CHUNGCHUN RICE DOG (SOUTH KOREA)

Chungchun Rice Dog is a quick-service concept specializing in Korean-style corn dogs made with rice-flour batter and a variety of fillings and toppings.

After Canada, the United States, Australia and several Asian countries, the chain is starting to expand in Europe.

NOT TO BE MISSED

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(as of 16 October 2026)



GARAGE (CANADA)

GARAGE is a fashion brand owned by Groupe Dynamite, offering trend-driven clothing and accessories primarily aimed at Gen Z women.

The brand has a large retail network across Canada and the United States and has recently begun expanding into the UK.



GENKI SUSHI (JAPAN)

Genki Sushi is a restaurant chain specializing in sushi, known for its technology-driven service model and conveyor or automated delivery systems.

The concept has expanded internationally through companyowned and franchised restaurants.

NOT TO BE MISSED

Discover a selection of brands handpicked by the MAPIC Team
(as of 16 October 2026)



MR.DIY (MALAYSIA)

MR.DIY is a value retailer specializing in affordable household goods, hardware, home improvement products, stationery, toys and everyday essentials.

The brand has grown into an international network of more than 6,000 stores across Asia, Europe and Africa.



POPEYES (USA)

Specializing in Southern fried chicken, Popeyes is a multinational fast-food chain with a global network of over 5,400 restaurants across 51 countries.

NOT TO BE MISSED

Discover a selection of brands handpicked by the MAPIC Team
(as of 16 October 2026)



SEOUL DINING GROUP (SOUTH KOREA)

Seoul Dining Group is a food and beverage company specializing in Korean restaurant concepts, culinary experiences and international K-food franchising, including its BapZip restaurant brand.

The group is developing its international presence through franchise partnerships, restaurant consulting and Korean food distribution solutions.



WENDY'S (USA)

Wendy's was the world's third-largest hamburger fast-food chain. The quick-service chain became known for its square beef patties, made from fresh beef.

NOT TO BE MISSED

Discover a selection of brands handpicked by the MAPIC Team
(as of 16 October 2026)



Wingstop is a fast-casual restaurant chain specializing in cooked-to-order chicken wings, tenders, fries and a wide selection of signature sauces and seasonings.

The brand operates thousands of restaurants worldwide.