

**Franchise**



**Deck**



# We make eating greens fun

At Six Hands, we believe healthy eating shouldn't feel like a chore. Our mission is to transform nutritious meals into an enjoyable experience for everyone—even those who think they'll never touch a salad bowl.

Let's say we've changed a couple of minds 🧠🧠







As an Australian-Japanese salad shop, we marry Japanese culinary principles and ingredients with Australian produce to create nutrient-dense, chopped salads that excite the senses.

At Six Hands, we deliver supergreens and wholesome nutrition married with flavour in an accessible format, making this one of the few salads you actually look forward to having.

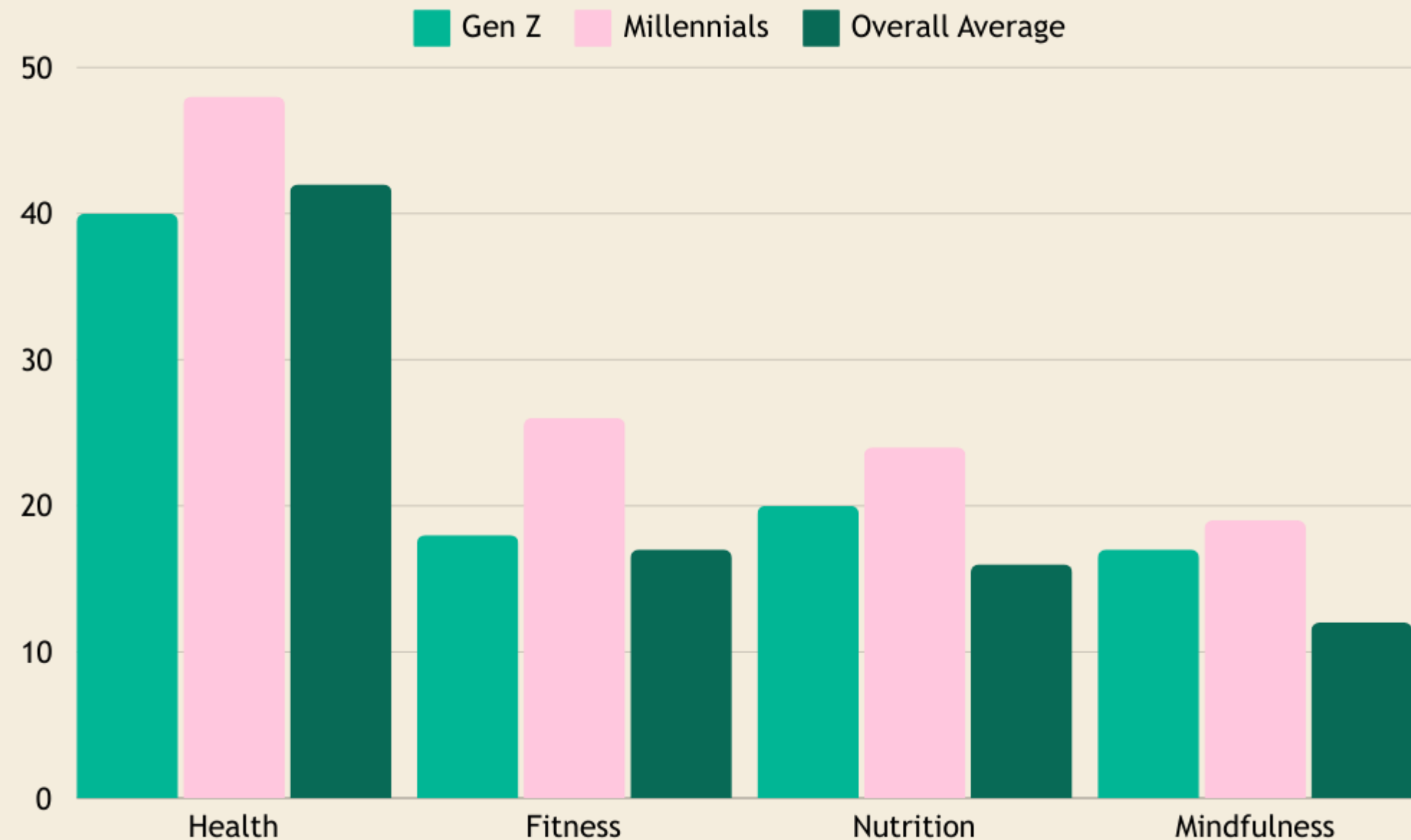




# Growing Market Opportunity

The global wellness market is projected to exceed \$1.8 trillion, with an [annual growth rate of 5-10%](#), with an increasing consumer demand for healthy food options according to McKinsey & Company.

According to market research, emerging markets are also seeing a rapid increase in consumer spending, with the health food sector projected to continue its growth trajectory, creating a ripe landscape for innovative offerings like ours at [Six Hands](#).







There is an increasing emphasis on preventive care and wellness, particularly post-pandemic. Consumers are more inclined to choose foods that support overall health and well-being that acts as a preventative measure for themselves in their old age, as cited by Deloitte in 2024.

This predictive trend aligns with the Six Hands mission of make healthy eating fun and accessible.

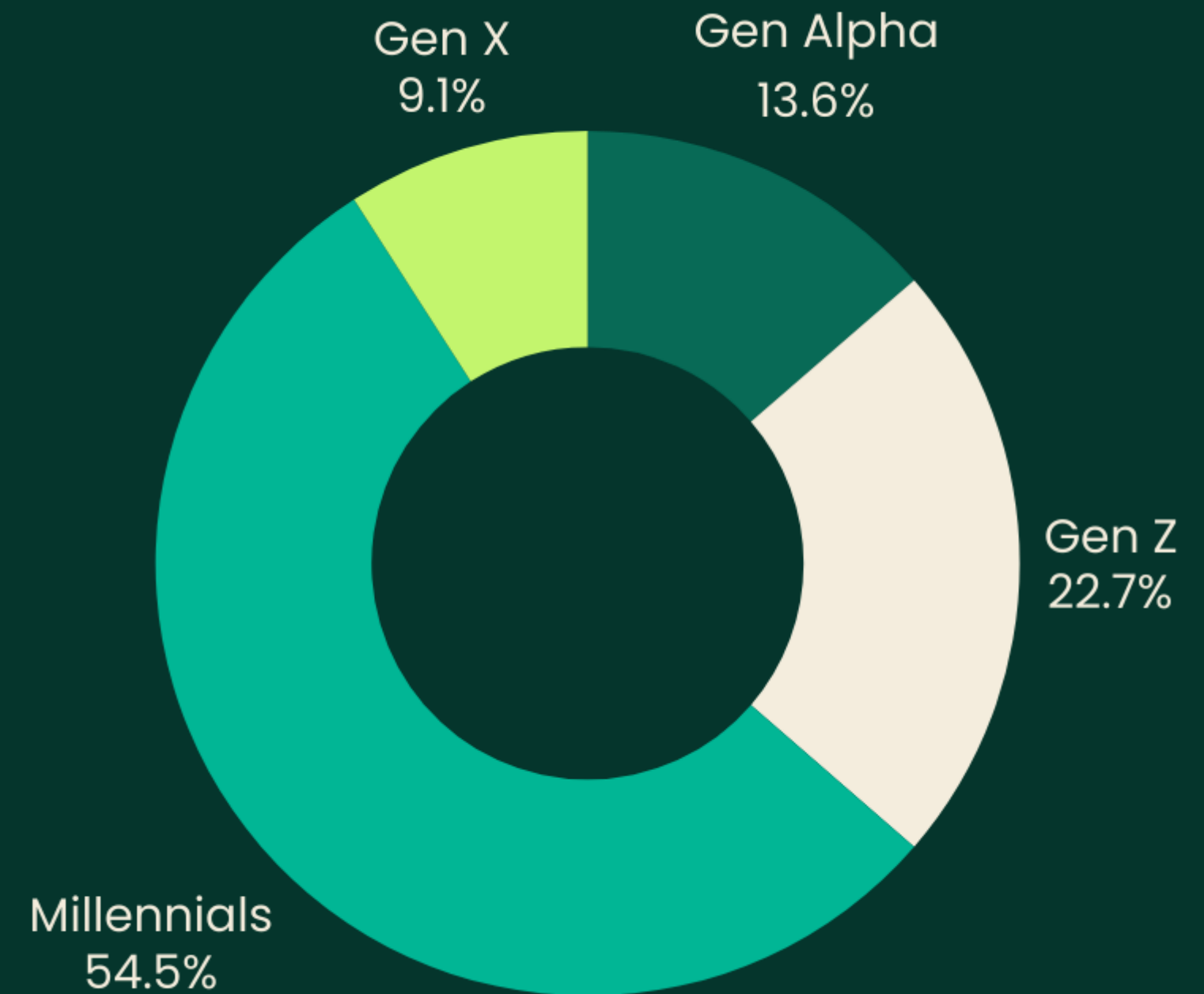




# Customer Demographics

The Six Hands customer demographics consists mostly of working professionals aged 25 to 45. Consumers aged 25 to 45 are more likely to prioritize health and wellness in their purchasing decisions.

A significant portion of this group actively seeks out nutritious food options, influenced by social media trends and online information that showcase an overall well-being.





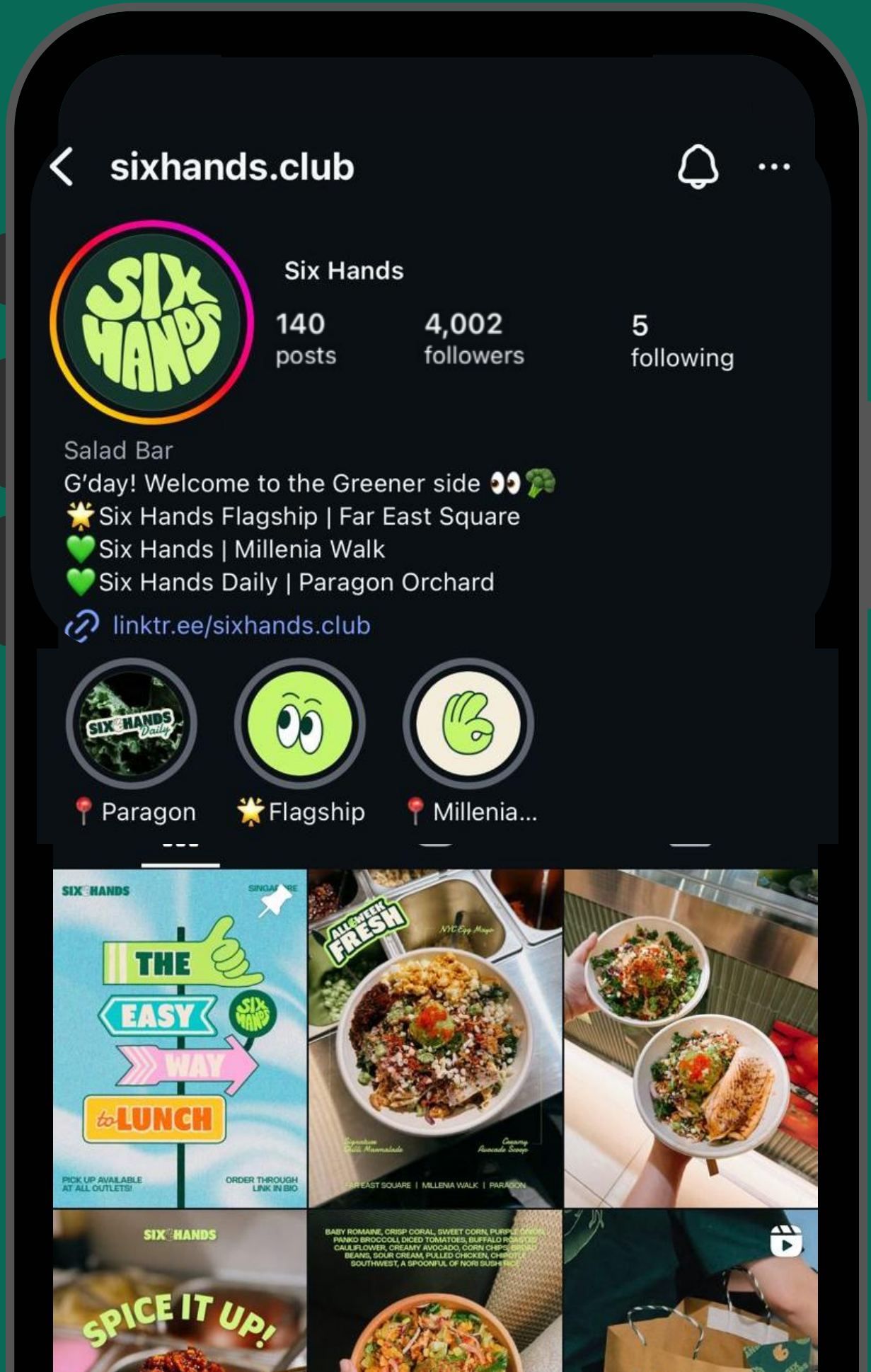
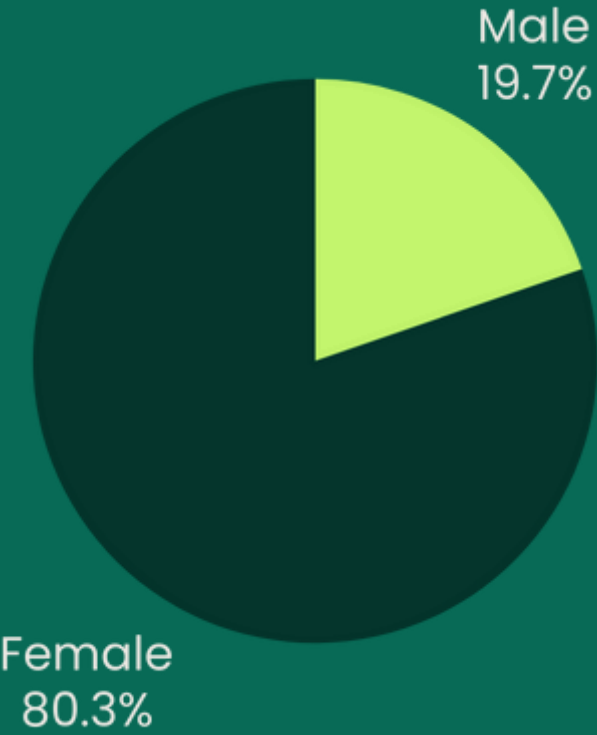
These trends position Six Hands favorably in the health food market, emphasizing the need for delicious, nutrient-rich meals that cater to a discerning audience.

With one of the most valuable market segments as our core demographic, organic brand growth through digital engagement is achieved.

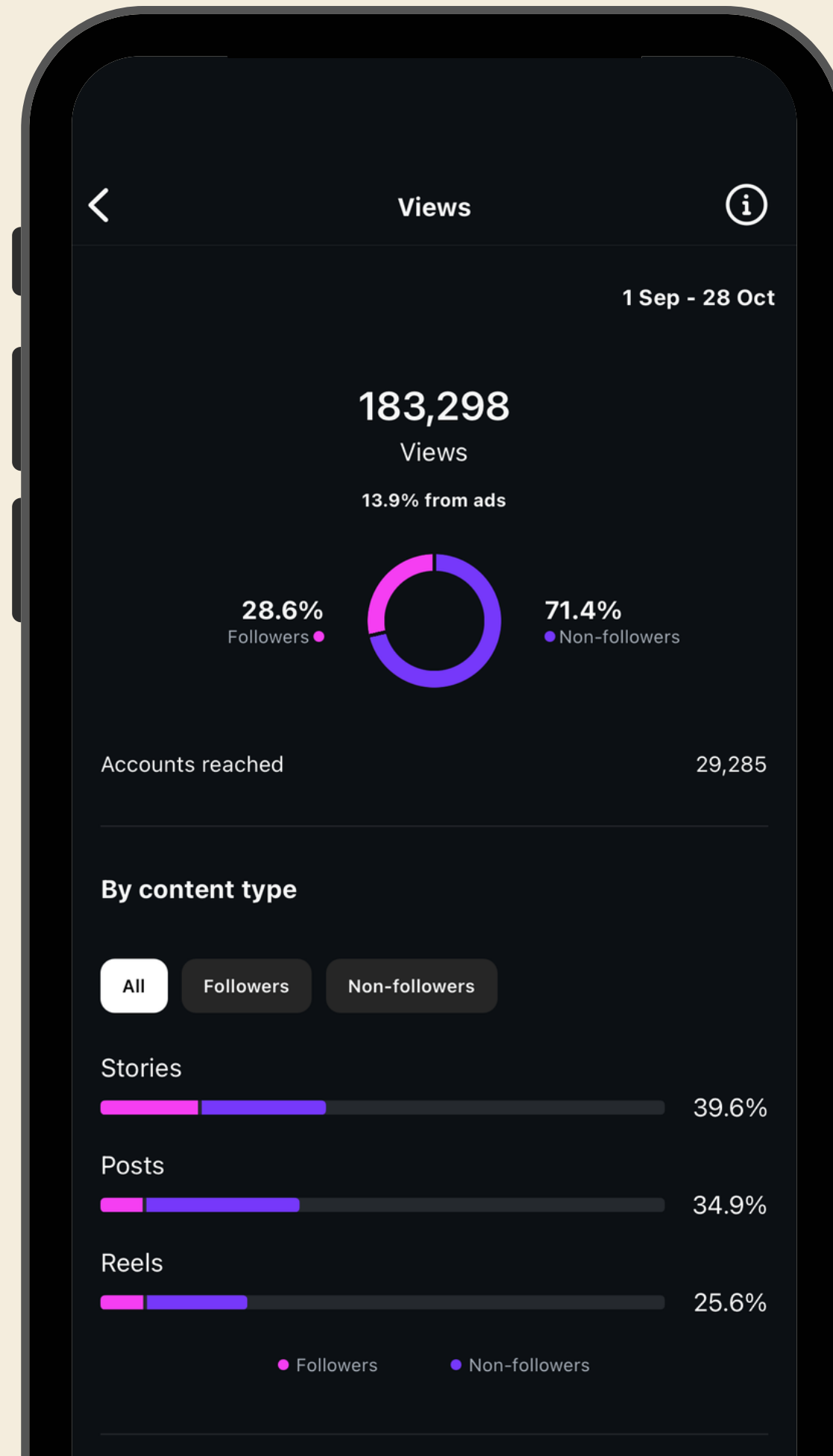
AGE

18-24 y.o.	10.2%
25-34 y.o.	42.8%
35-44 y.o.	31.2%
45-54 y.o.	10.6%

GENDER







# Social Media Impressions

Each view amplifies our reach, helping us connect with more people who share our love for fun, nutrient-dense salads.

This engagement is key to building a vibrant community, allowing us to inspire others to join our journey toward conscious, delicious eating.





## **The Best Salad**

38g Protein  
36g Carbs  
30g Fats



## **The Lite Salad**

35g Protein  
21g Carbs  
24g Fats



## **Chipotle Chicken**

39g Protein  
30g Carbs  
36g Fats



## **Eggplant Miso**

12g Protein  
30g Carbs  
19g Fats



## **Chilli Changa Salmon**

34g Protein  
19g Carbs  
38g Fats



## **Nusa Spiced Beef**

33g Protein  
21g Carbs  
34g Fats

In a generation that focuses on nutrition and wellness,  
Six Hands innovates and delivers bowls that achieves eating your  
greens with satisfaction till the last mouthful.





**Endless possibilities are also achieved through the “Make Your Own Bowl” option, making Six Hands an option every day of the week**





**In a world where even fast food giants  
are evolving to keep up, the Six Hands  
customer appreciates artistry**







# Good food starts with good ingredients

Our local and imported approach makes managing costs a key business driver. The supply chain has been refined by our years of experience developing brands where HQ is able to negotiate costs to drive economies of scale while keeping operations lean.





Always on  
the *Green* Side

SIX HANDS

# Emphasis on Quality Ingredients

Consumers are increasingly discerning about the quality of ingredients in their food. The trend toward clinically proven ingredients and a move away from merely "natural" labels, allowing brands like Six Hands to stand out with high-quality, well sourced ingredients and produce.



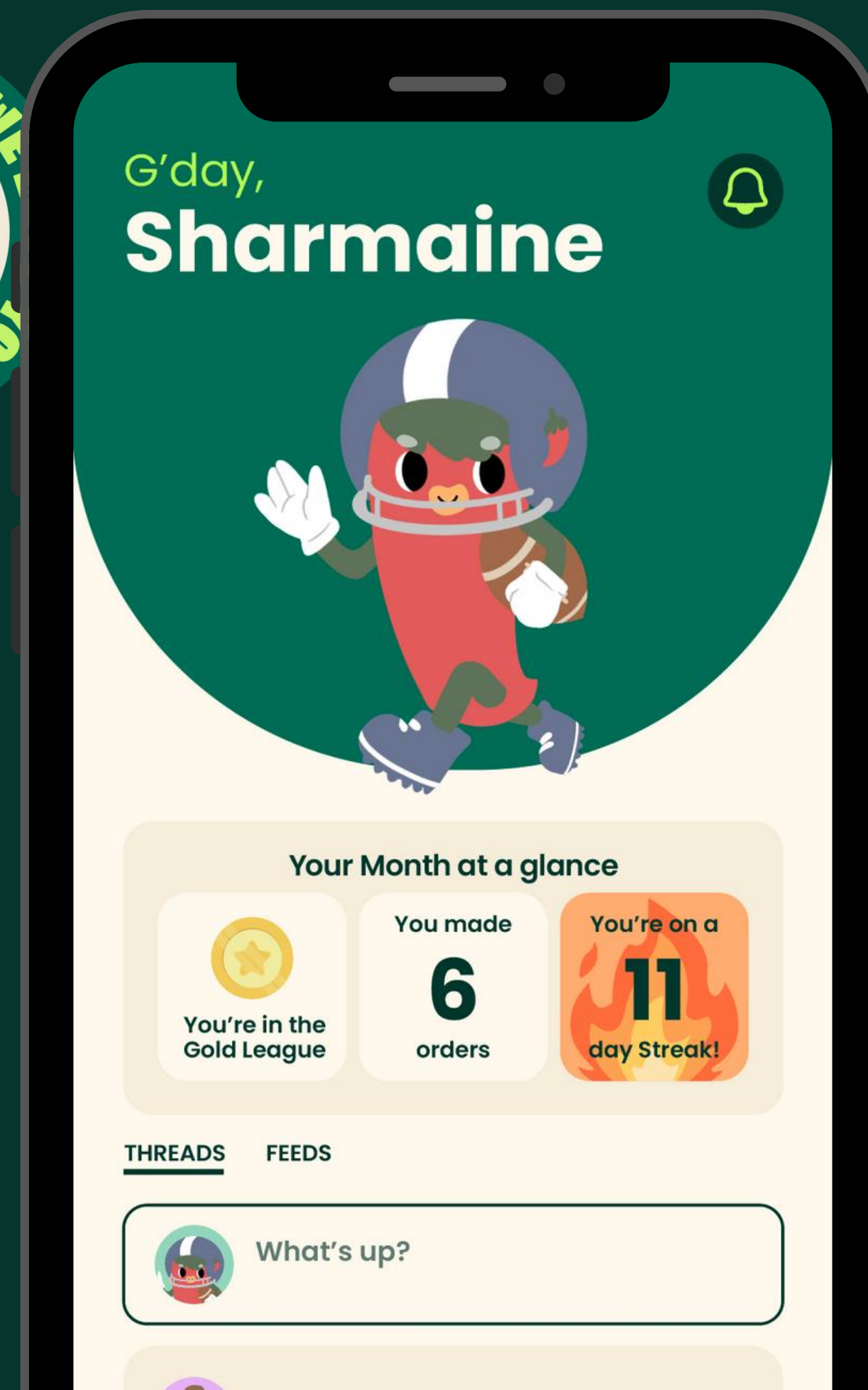




# Community Building

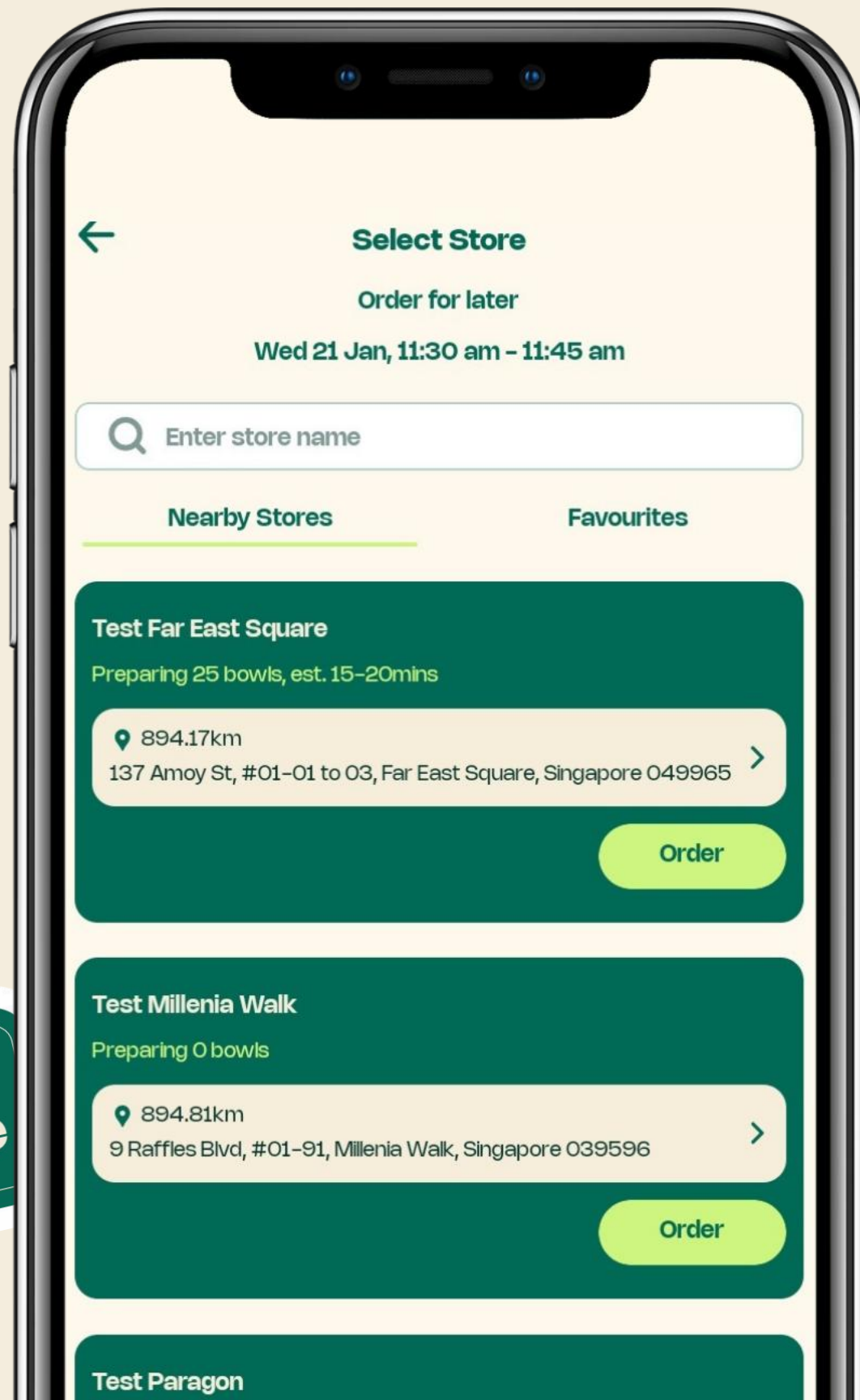
As part of our brand roll out, we will be launching an app to grow our community.

We aim to allow customers to easily reorder their favourite bowls and network while acquiring and extending the customer's lifetime value through loyalty and e-badges.

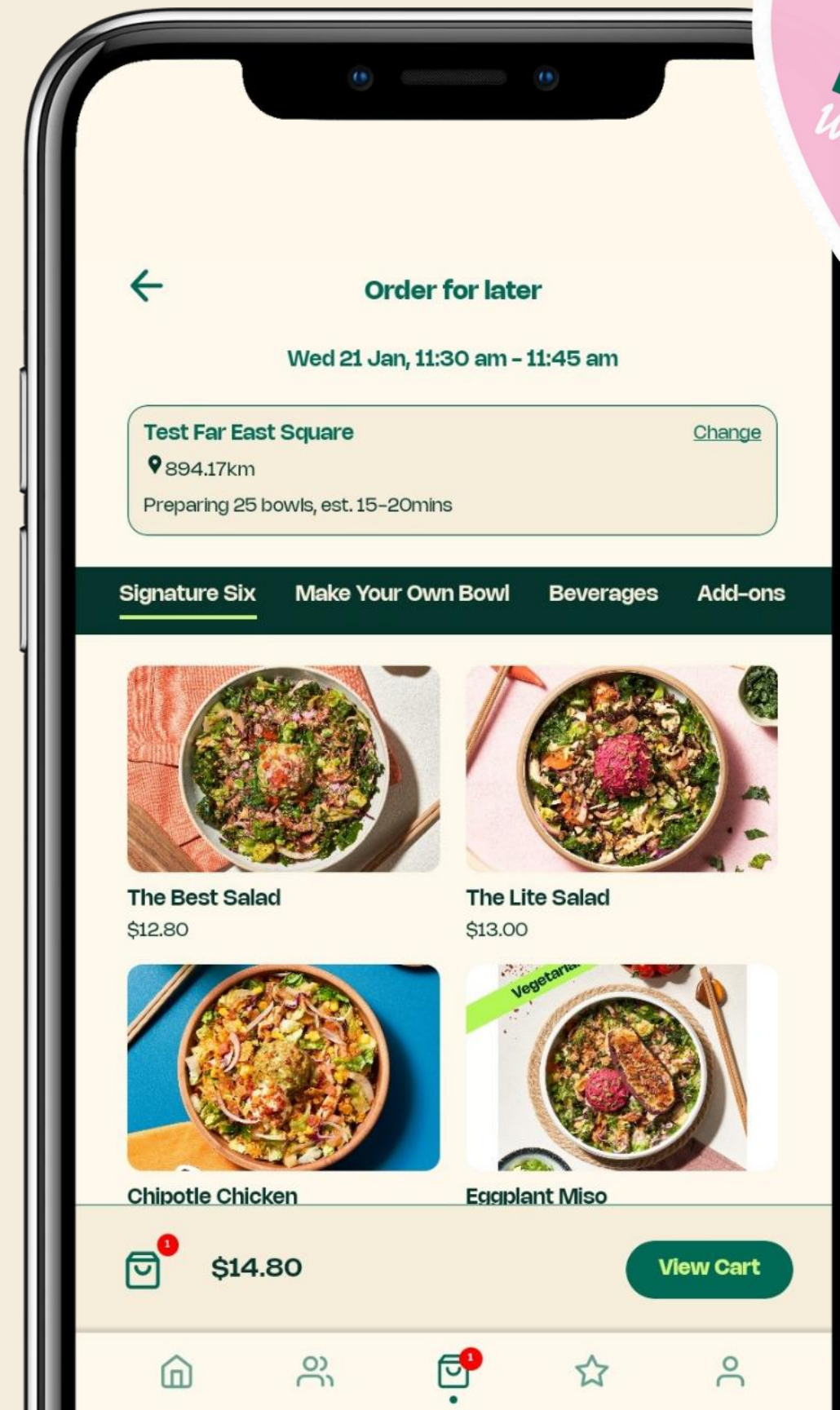




# The Six Hands App



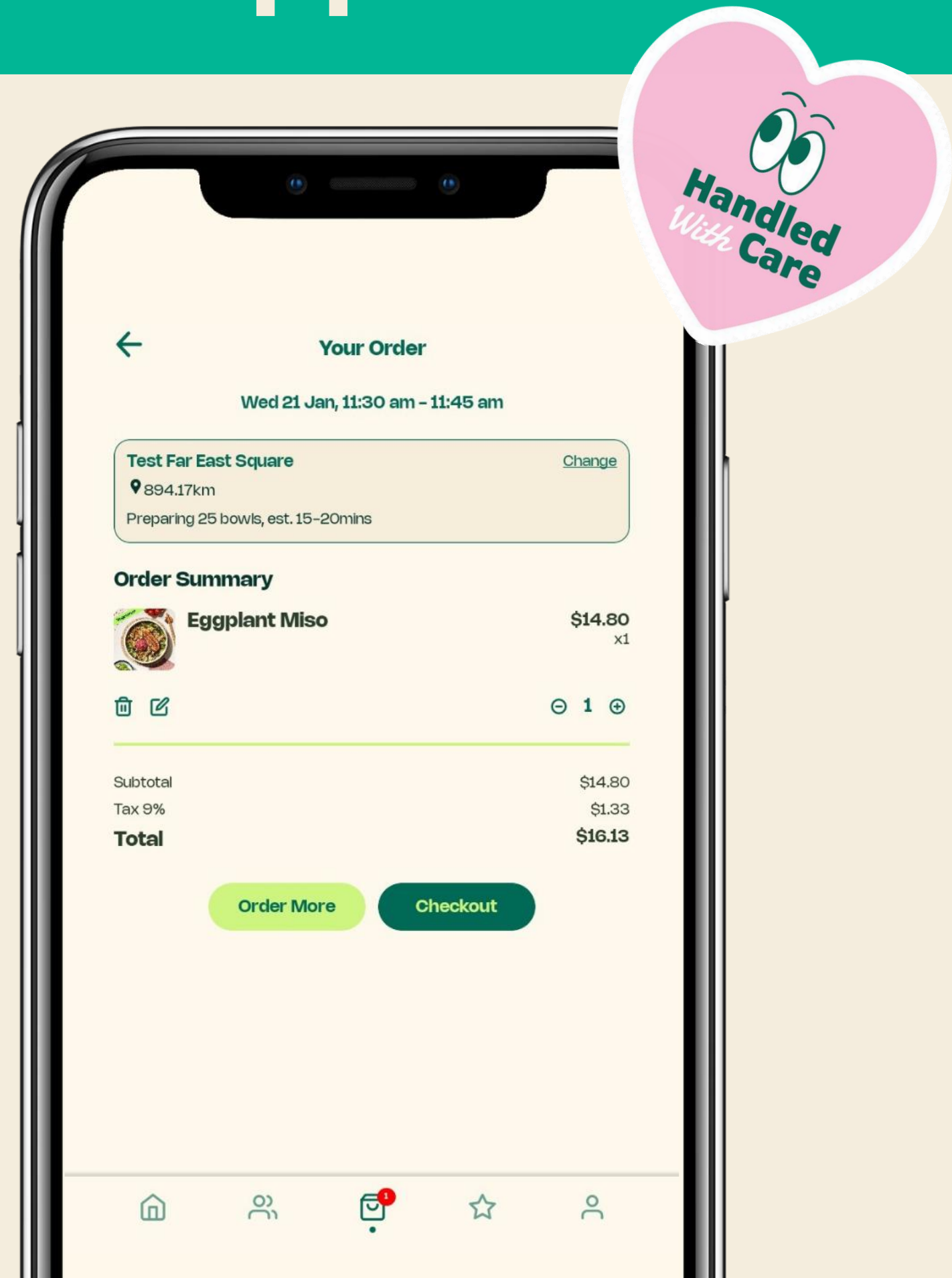
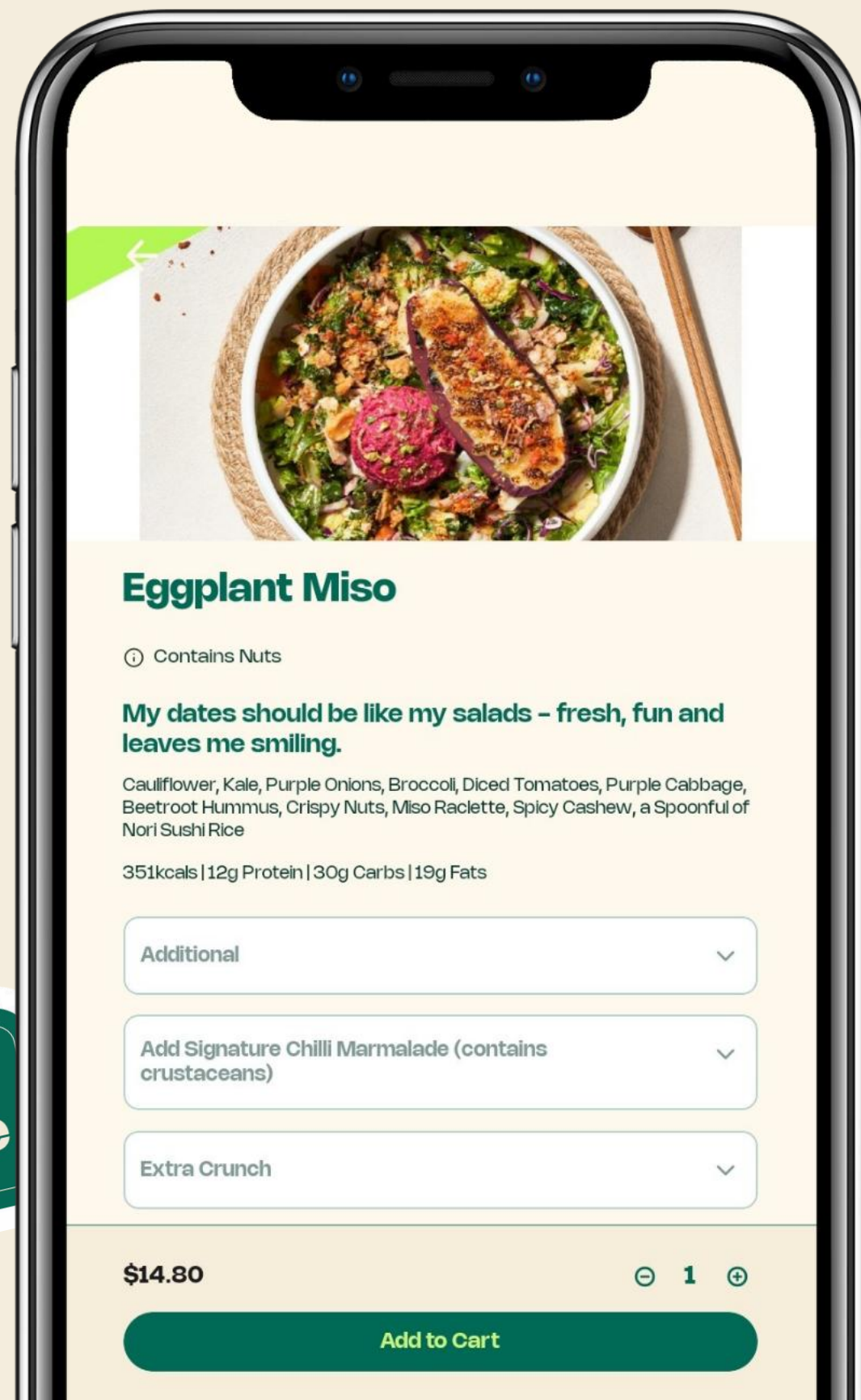
Always on  
the *Green* Side



  
Handled  
With Care



# The Six Hands App

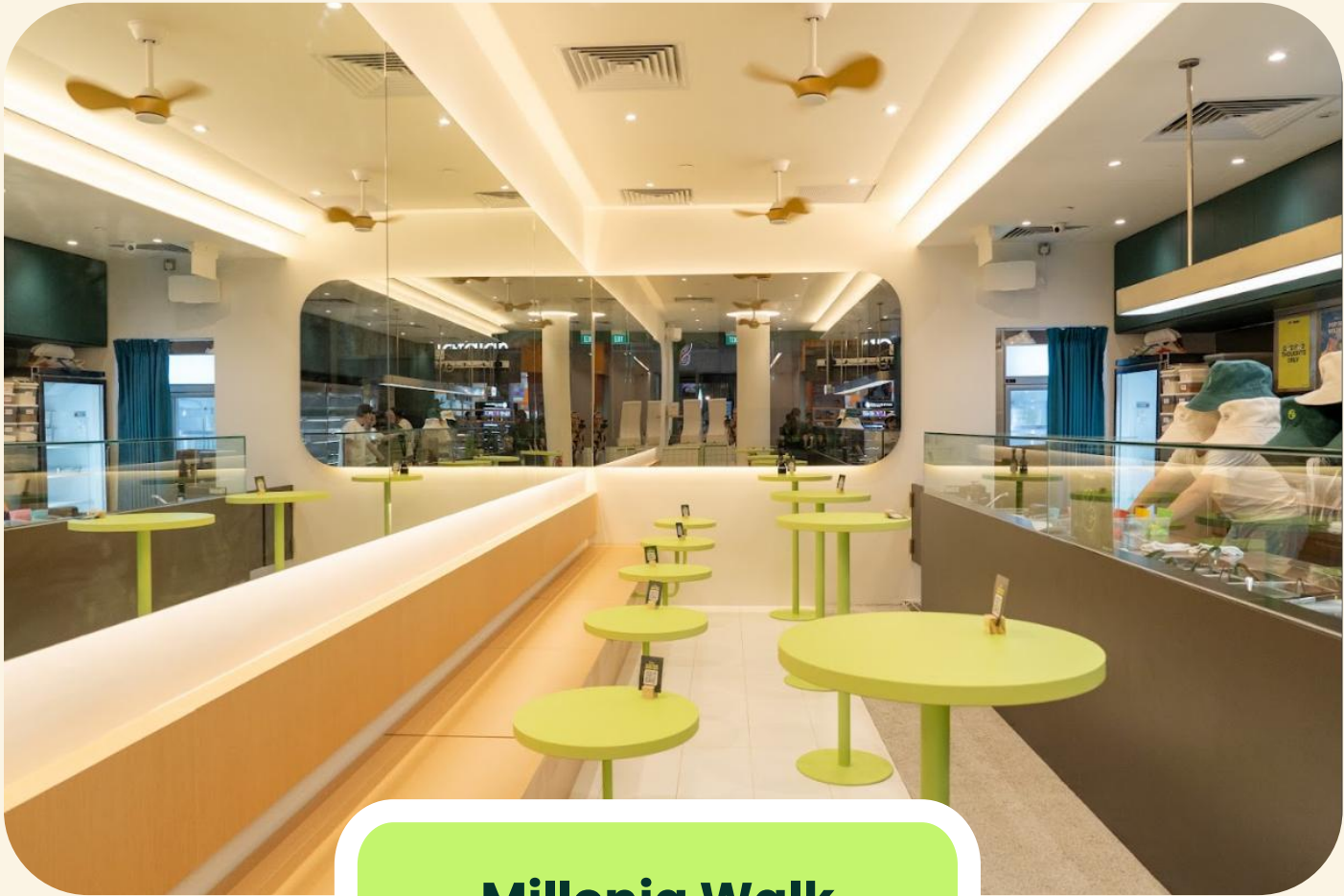


Always on  
the *Green* Side

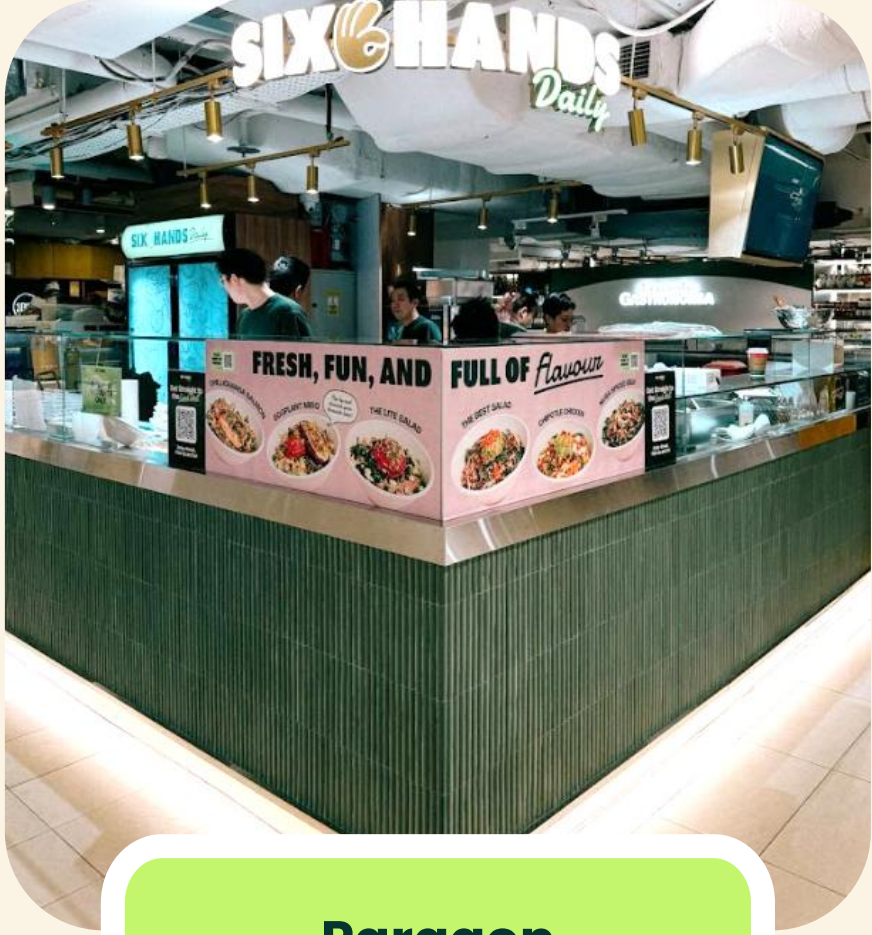
Handled  
With Care



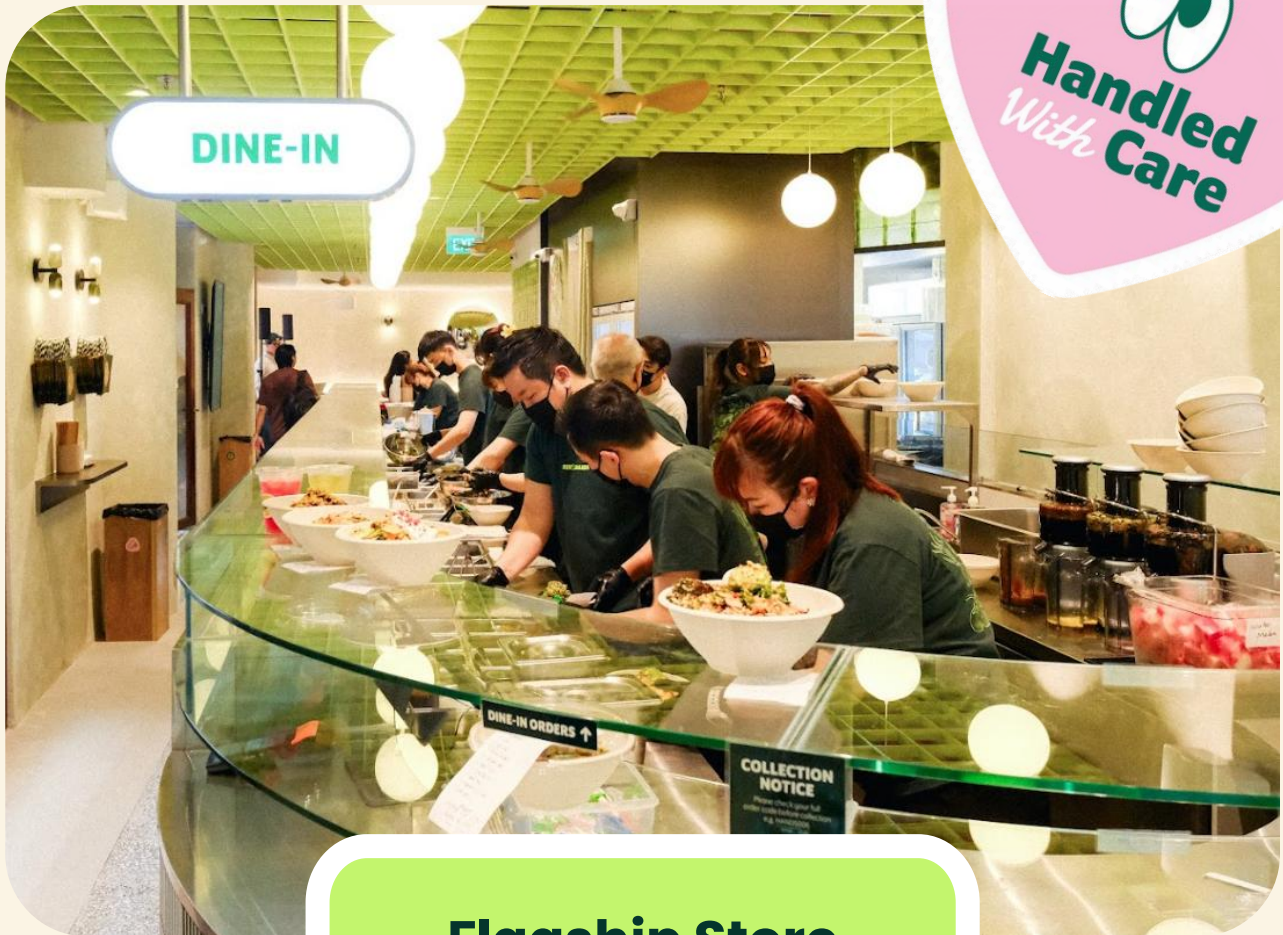
Always on  
the *Green* Side



Millenia Walk



Paragon



Flagship Store

Handled  
With Care





# Growth Strategy

With a unique position in the market, the Six Hands concept puts us at the forefront the next generation's consumer sentiment.



Existing

- Singapore: 3 Outlets
- Philippines: 1 Outlet



Planned expansions:  
Indonesia, Australia,  
the Middle East, UK





# **SIX HANDS**

## **Franchise Offering**





# Area Franchise for GCC

DEVELOPMENT AREA	One city in GCC area
FRANCHISE FEE	First Development Area: USD 115,000 Second Development Area: USD 75,000
OUTLET FEE	First Outlet: USD 20,000 Second Outlet Onwards: USD 7,500
FRANCHISE TERM	8 years + 8 years
ROYALTY	6%
MARKETING FEE	Included in the royalty fee
INITIAL SUPPORT	Training for Key Management Team of Franchisee
SETUP PER OUTLET	USD 115,000 – Approximate Values
DEVELOPMENT SCHEDULE	8 outlets in total, with 5 scheduled to open within the first 3 years





# Franchisor Support

## Distribution

Our independent purchasing division centrally purchases, distributes and manages almost everything you need to operate.

We'll supply your team with our proprietary ingredients and ensure that costs are at their lowest for the highest quality products whenever possible.

## Training

We will provide on-site initial training at your outlet for key personnel to equip you with the best know-hows.

We are committed to creating a collaborative partnership and support system for easy business operations.

## Digital Marketing

Through comprehensive user and market testing, we built digital strategies that works to our advantage.

Tapping on our existing digital algorithms and data strategies, we value-add on digital marketing to provide increased brand visibility and exposure.





# Creating a lifestyle approach for the next generations to come

## Contact

hsien@astreem.com

+65 9171 1373

## Instagram

sixhands.club

## Website

sixhands.club



Always on  
the *Green* Side