

Giggles'N'HUGS

Children's Restaurant & Playspace



Award-winning, family-friendly restaurant, where you can relax and enjoy outstanding food while your kids play to their hearts' content

Forward-Looking Statement Disclaimer

This presentation contains forward-looking statements. These statements relate to future events or expectations regarding our future financial performance. These statements are only predictions and involve risks and uncertainties, including, but not limited to the ability to open the new location, fulfill the terms and obligations of the lease, and any other difficulties related to risks and effects of legal and administrative proceedings and governmental regulation, future financial and operational results, competition, general economic conditions, and the ability to manage and continue growth.

Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual outcomes may vary materially from those indicated. Important factors that could cause actual results to differ materially from the forward-looking statements we make in this news release include market conditions and those set forth in reports or documents we file from time to time with the SEC. We undertake no obligation to revise or update such statements to reflect current events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

PROVEN CONCEPT





30% MARGINS*

*based on Glendale, CA location performance for fiscal year 2017



FAVORABLE LANDLORD CONCESSIONS

RENT & TENANT ALLOWANCES



Who We Are

Award-winning solution to family dining and entertainment. Parents get to eat and relax, while kids frolic in a supervised play area.

- ✓ Unique, family destination with giant kid-friendly play area in a true restaurant environment
- ✓ Delicious, nutritious, organic menu catered to young children (1-10) and accommodative to parents
- ✓ To keep kids entertained and engaged, we offer activities every half hour including arts and crafts, games, karaoke, character appearances, dance parties and more, as well as puppet shows & themed nights
- ✓ Trained aides assist with children's enjoyment while parents relax
- ✓ Child drop-off service (while parents shop)
 - *First and only restaurant to offer this service in LA*

Where playtime,
healthy food, and
happy families
converge.



Our first two locations are Award-Winning



- ✓ Voted “#1 Family Restaurant” by Yelp!



- ✓ Voted the “#1 Birthday Party Place” and “Best Pizza in Los Angeles” by Nickelodeon



- ✓ Rated among “Best Family & Kid-Friendly Restaurants” by CitySearch and GoCityKids



- ✓ Voted “Best Indoor Play-space” by Red Tricycle



Extensive Local & National Media Coverage

**Bloomberg
Businessweek**

Los Angeles Times

PEREZ HILTON

Entrepreneur

SAN
FERNANDO
VALLEY
BUSINESS
JOURNAL

People

The New York Times

eXaminer.com

NEW YORK

US WEEKLY

OK!

Forbes

RADAR ONLINE

AC
ASSOCIATED CONTENT

westside today.com

NEW YORK POST

THE WALL STREET JOURNAL.

Celebrity Clientele

Giggles N' Hugs
Children's Restaurant & Playspace



Jessica Alba and Cash Warren take their daughter, Honor to birthday party at **Giggles N' Hugs**, November 10



Sarah Michelle Gellar and daughter Charlotte love **Giggles N' Hugs**



Gwen Stefani and Gavin Rossdale take their boys, Kingston and Zuma to **Giggles N' Hugs** in LA on Sunday, March 6.



Ben Affleck taking Violet to **Giggles N' Hugs**



Jennifer Hudson and son David played at **Giggles N' Hugs** in LA before going on to have an early dinner together.



Victoria Beckham and Harper at **Giggles N' Hugs**



Halle Berry and Nahla at **Giggles N' Hugs** in LA



Adam and Sadie Sandler at **Giggles N' Hugs**



Prior Celebrity Brand Ambassadors & Super Fans



Jillian Michaels

World's leading fitness expert and a renowned life coach with an international community of followers 100 million + strong.

Trusted public figure on health and wellness recommendations with engaged active fan base.



Tia Mowry-Hardict

Two decades of success in entertainment, just wrapped third season of successful Cooking Channel series and released first cookbook, an Amazon #1 seller.

Large fan-base (100 million +) across social platforms and TV.

“

Treat your children like the stars they are with red-carpet-worthy fun.

Giggles ‘N’ Hugs, Tinseltown’s favorite tot hotspot, is where playtime, healthy food, and happy families converge.

L. Souris Hong-Porretta, Editor



Organic & Nutritious Menus for Adults

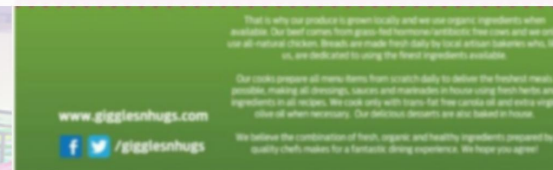
BEGINNERS	SALADS
SOUP OF THE DAY House made from scratch daily. Cup \$4.99 or Bowl \$5.99 STUFFED MUSHROOMS - \$5.95 Crispy mushrooms, filled with house made marinara sauce, mozzarella cheese, parmesan cheese, basil and Italian breadcrumbs. CAPRESE - \$5.95 Tom tomatoes, basil and fresh buffalo mozzarella drizzled with olive oil, balsamic glaze, salt and pepper. HUMMUS - \$4.95 Our house made hummus served with whole wheat pita bread or cereal sticks. BRUSCHETTA - \$5.95 Toasted baguette, sliced tomatoes, olive oil, aged balsamic vinegar, garlic, salt and pepper. EDAMAME - \$4.95 Fresh edamame sprinkled with sea salt. WHEAT QUESADILLA - \$5.95 Whole wheat tortilla with melted mozzarella and cheddar cheese, served with your choice of salsa. Add guacamole \$1. CUCUMBER, CREAM CHEESE & WALNUT ROLL - \$5.95 Sliced cucumbers, cream cheese, walnuts and toasted breaded walnuts, rolled into a whole wheat bread. Garlic Bread \$1.99 / \$3.99 French Fries \$2.99 Sweet Potato Fries \$3.99	ALL dressings are made fresh in house LEAFY GREEN SALAD - \$5.95 Lettuce, spinach, carrots, cucumber, tomatoes, house made vinaigrette. SPINACH'S BEEF SALAD - \$5.95 Tender beef, spinach, cucumber, tomatoes, house made vinaigrette. CITRUS TUNA SALAD - \$5.95 Our delicious tuna salad, made with citrus mayo, almonds, and organic mixed greens, tossed in balsamic vinaigrette. BBQ CHICKEN SALAD - \$5.95 Seasoned chicken breast, shredded and tossed with our house made BBQ sauce, served on a bed of organic mixed greens, tomatoes, black beans, cucumbers, corn and cheddar cheese tossed in honey BBQ ranch dressing. NEW! GRILLED SALMON SALAD - \$14.95 Grilled salmon, organic mixed greens, cucumber, tomatoes, house made vinaigrette. ASIAN KALE SALAD - \$5.95 Organic kale, cucumber, tomatoes, house made vinaigrette. APPLE AND PEANUT SALAD - \$5.95



PANINIS & SANDWICHES	SPECIALTY PIZZAS
ALL breads are made fresh in house Organic mixed green salad - \$5.95 BLT - \$5.95 NEW! BBQ CHICKEN WRAP - \$5.95 TURKEY & BEEF PANINI - \$5.95 NEW! GRILLED SALMON SANDWICH - \$14.95 CHICKEN BREAST PANINI - \$5.95 GOURMET GRILLED CHICKEN & TOMATO BQ - \$10.95	Regular - 10 inch, Junior - 12 inch Substitute whole wheat crust: Regular \$1.50 / Junior \$2.50 BBQ CHICKEN PIZZA VEGGIE PIZZA GOURMET PIZZA PESTO CHICKEN PIZZA NEW! SUPREME PIZZA



ENTREES
WILD ALASKAN SALMON - \$15.95 MAUI MAUI - \$15.95 CHICKEN BREAST PARMESAN - \$15.95 NEW! EGGPLANT PARMESAN - \$15.95 LEZIE'S CHICKEN BREAST - \$15.95



<p>Burritos and Tostitos created DELICIOUS with our house-made spicy chicken or steak sauce.</p>		<p>best, tortilla or veggie pizza with chicken sauce, served with cheese, tomatoes, mushrooms, onions and jalapenos. Served from 11:00am - 10:00pm.</p>
<p>CLUBHOUSE - \$15.95 Clubhouse sandwich: Apples on toasted wheat bread with Swiss cheese, jalapenos, Apperwood smoked sausage, tomato and our house-made Clubhouse Turkey Sauce. \$15.95</p>		<p>CUSTOM BURGERS Beef, Turkey, pork, poultry or grilled chicken served with your choice of onion, mushrooms, cheese and tomato. \$10.95 Each additional bun: add \$0.75</p>
<p>HEALTHY'S CHICKEN SANDWICH - \$15.95 Grilled chicken breast, melted Swiss cheese, shredded mushrooms, Apperwood smoked sausage, tomato, onion, jalapenos, lettuce, tomato and pickles on a toasted white or wheat bun. \$15.95</p>		<p>CHOOSE YOUR TOPPINGS Sautéed Mushrooms, Turkey Sausage, Apperwood Smoked Sausage, Grilled Chicken, Grilled Turkey, Ham, Swiss, Pepperoni, Swiss-Steak, Tomatoes, Eggplant, Fresh-Best, Apples, Apperwood Sausage, Grilled Chicken, Grilled Turkey, Ham, Swiss, Pepperoni, Swiss-Steak, Tomatoes, Eggplant, Fresh-Best, Apples, Apperwood Sausage, Grilled Chicken, Grilled Turkey, Ham, Swiss, Pepperoni, Swiss-Steak, Tomatoes, Eggplant, Fresh-Best, Apples, Apperwood Sausage, Grilled Chicken, Grilled Turkey, Ham, Swiss, Pepperoni, Swiss-Steak, Tomatoes, Eggplant, Fresh-Best, Apples, Apperwood Sausage, Grilled Chicken, Grilled Turkey, Ham, Swiss, Pepperoni, Swiss-Steak, Tomatoes, Eggplant, Fresh-Best, Apples, Apperwood Sausage, Grilled Chicken, Grilled Turkey, Ham, Swiss, 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Organic & Nutritious Menus for Kids

BREAKFAST
 KIDS UNDER 12 MENU
 GLUTEN FREE • VEGETARIAN • NO DAIRY

HAPPY FACE PANCAKES - \$1.99
 A 5oz pancake with fresh strawberry eyes, whipped cream nose and a banana smile.

BREAKFAST SAMPLER - \$1.99
 One egg cooked to order served with a buttermilk pancake and side of ketchup.

STRAWBERRY PANCAKES - \$1.99
 4 of our delicious buttermilk pancakes with fresh strawberries blended inside and also served on top with a dusting of powdered sugar.

BUILD YOUR OWN PANCAKES - \$3.99
 Add: chocolate chips, blueberries, strawberries or banana to our delicious buttermilk pancakes.

CINNAMON ALMOND CROISSANT FRENCH TOAST - \$1.99
 Soften golden brown and dusted with powdered sugar. Served with a side of ketchup.

KID'S MENU
 GLUTEN FREE • VEGETARIAN • NO DAIRY

Mom's Tricky Treat Sauce
 Secretly add a full serving of vegetables to your child's meal. We blend fresh organic vegetables to add to your child's entrée in a way that they won't see or taste. Soak up the goodness! Upgrade your meal to the Kid's Pack and take home a themed matinee plate and set of colored flatware!

ENTREES **PASTA**

BEVERAGES

SODA, JUICE & WATER
 small / large

COKE, DIET COKE, SPRITE, ROOT BEER
 LEMONADE, FRUIT PUNCH
 CRANBERRY JUICE
 ORANGE JUICE
 APPLE JUICE
 PINEAPPLE
 BOTTLED WATER
 \$2.00 / \$3.00

FRESH FRUIT SMOOTHIES
 Add fresh vanilla ice cream or low fat vanilla yogurt. \$0.95
 Substitute soy milk \$0.75

STRAWBERRY
 Fresh strawberries, organic milk, honey and vanilla \$4.25

STRAWBERRY BANANA
 Strawberries, bananas, organic milk, honey and vanilla \$4.25

BLUEBERRY BANANA
 Blueberries, bananas, organic milk, honey and vanilla \$4.25

COFFEES & TEAS

COFFEE
 \$2.50

CAFÉ AU LAIT
 Coffee with steamed milk \$2.95

ICED TEA
 (Black, Sweet Green, Sweet Black, Raspberry) \$2.50

HOT TEA
 Assorted Selection \$2.50

TEALATTE
 Hot tea with steamed milk and vanilla \$2.95

ESPRESSO DRINKS

ESPRESSO
 \$2.95

CAPPUCCINO
 Espresso with steamed milk and foam \$3.50

CAPSLATTE
 Espresso with steamed milk \$3.50

SIDES

Applewood Smoked Bacon Strips (6) \$3.99 or (12) \$2.99

Turkey Bacon Strips (6) \$3.99 or (12) \$2.99

Fresh Fruit Bowl \$3.99

Breakfast Potatoes \$2.99

Alfredo \$2.99

FRUIT PLATE - \$3.99
 Fresh seasonal fruits.

CARROTS & CELERY WITH RANCH DRESSING - \$1.99

APPLE & CREAMY PEANUT BUTTER - \$1.99

YOGURT TARTAR - \$3.99
 Seasonal fresh fruit topped with layers of low fat vanilla yogurt, topped with toasted almonds. Add granola \$0.50

NOVELTY PANINI - \$1.99
 Creamy cheddar Swiss topped cabocha

They make it, WE BAKE IT! - \$8.95
 Add Tacky Treat Sauce \$1.00
 Each Additional Topping \$1.00

CHEESE PIZZA - \$12.95
 Add Tacky Treat Sauce \$1.00

PEPPERONI PIZZA - \$12.95
 Add Tacky Treat Sauce \$1.00

Century City
 10230 Santa Monica Blvd., #135
 Los Angeles, CA 90067
 (310) 553-1405 • HUGO (4847)

Topanga
 8600 Topanga Canyon Boulevard #200
 Canoga Park, CA 91304
 (818) 610-1405 • HUGO (4847)

Glendale
 10000 Hollywood Blvd., #100
 Glendale, CA 91204
 (818) 956-1405 • HUGO (4847)

ELECTRIFYINGLY GOOD TIME

**ELECTRIFYINGLY
GOOD TIME**

The Westfield logo is written in a red, cursive script font.

Proven Ability to Drive Foot Traffic

Mall owners love Giggles N Hugs

- ✓ GIGL drives family traffic to mall properties:
 - Turns malls into major family destinations
 - Increased high-value family foot traffic
 - Creates Vitality and Vibrancy within the mall
- ✓ Mall owners/operators offer significant concessions & allowances:
 - Discount on rent
 - \$500K-\$700K up-front cash (covers 50% of build-out)
- ✓ Strong interest from major mall operators
 - Westfield Group (55 US properties)
 - Macerich Group (62 US properties)
 - General Growth Properties (135 US properties)
 - Simon Properties (300+ properties)
- ✓ Todd Star, former Westfield senior executive, spearheads negotiations with mall operators
 - Negotiates deals on per-location basis
 - Pursuing primary and secondary space opportunities



Attractive Store Economics



Site Selection Strategy

- ✓ Targeting
 - High-traffic, upscale retail centers & shopping malls
 - Lifestyle/entertainment centers
 - Areas with children under 10
 - Markets with less favorable weather
- ✓ Empirical site selection model
- ✓ Rigorous ROI review
- ✓ 4,000-6,000 sq. ft.
 - Smaller footprint provides better unit economics

Typical Costs to Launch New Store

Build-Out	+\$960,000
Pre-Opening Expenses	+\$240,000
Initial Investment (gross)	\$1,200,000
Tenant Improvement Funds	-\$600,000
Total Company Cost	\$600,000

Average Payback in less than 2.5 Years (in thousands)

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Revenue	\$1,400	\$1,470	\$1,544	\$1,621
SSS Growth	n/a	5%	5%	5%
Costs	(\$1,070)	(\$1,126)	(\$1,185)	(\$1,247)
Store Net Profit	\$330	\$344	\$359	\$374
Corporate Op. Costs	(\$50)	(\$50)	(\$50)	(\$50)
EBITDA	\$280	\$294	\$309	\$324
EBITDA %	20%	20%	20%	20%

Menu updates expected to drive cost and EBITDA improvements

- Current locations each generate \$1.5+ million (ave.) revenue annually
- New locations in markets with more inclement weather will drive increased revenue and profit

Experienced Senior Leadership

Joey Parsi
Founder

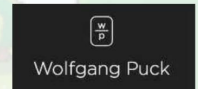
Philip Gay, CPA
CEO

John Kaufman
Advisory Board Member

Sean Richards
Chief Operating Officer

Greg Schroeppel
Master Chef

- ✓ 20+ year career on Wall Street
 - Sutro & Co., Lehman Brothers, & TD Waterhouse (managed \$350M+ in assets)
- ✓ Founded Giggles N' Hugs in 2007
- ✓ Former president & CEO - Grill Concepts, Inc.
- ✓ Former CFO - California Pizza Kitchen & Wolfgang Puck Food
- ✓ Former CEO & COO - Diversified Food Group
- ✓ Former CEO - Color Me Mine
- ✓ Managing Director of Triple Enterprises
- ✓ 30 years of restaurant industry experience
- ✓ Former COO of California Pizza Kitchen
 - Grew from two locations to 70+
- ✓ Former President/COO of Koo Koo Roo
- ✓ 33 years of restaurant industry experience
- ✓ 20+ Years of operations management experience
 - Regional Director at Hootwinc, LLC (7 Hooters restaurants, 1 casino & 2 bars)
 - General Manager, Viper Room, Pink Taco, House of Blues, Planet Hollywood & Hard Rock Café
- ✓ Joined Giggles N' Hugs in 2010
- ✓ 25+ Years in restaurant industry
 - Wolfgang Puck, Granita, Eureka, Chinois on Main, Rustica, Eclipse
- ✓ R&D chef with Prospective Consulting; developed dishes for:
 - A&W, Applebee's, KFC, Arby's, Arco AM/PM, Frito Lay, Vons, La Salsa, Shoprite, HEB, and others
- ✓ Executive Chef at Paragon, a boutique catering company
 - Serviced high-profile events such as Sony E3, Independent Spirit Awards, post and pre Emmy parties, Oscars, Super Bowl, and more



What Our Customers Say



"The entire experience was amazing, from the booking and planning with Marielle to the day-of food service and entertainment." –
7/28/17

"The food was great, service was fast despite being extremely busy...and everyone at Giggles N' Hugs was very friendly! We will definitely be coming back!" – 9/11/17

"As a parent are you tired of always feeling forgotten, forced to eat "kids" not so flavorful pizzas or dinosaur shaped chicken nuggets? Well, Giggles N Hugs is an awesome answer to some of your problems." – 10/10/16





Giggles'N'Hugs

Children's Restaurant & Playspace

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