



San José, Costa Rica, 2024

To whom it may concern,

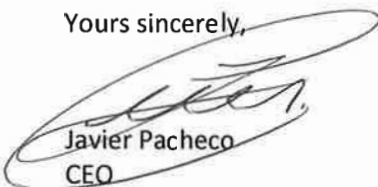
Enjoy Group is a hospitality company in operation since 1973, managing and developing projects in Costa Rica and the Central American markets. We own and operate a diversified portfolio of hotel companies of both proprietary and international brands, such as Marriott Autograph Collection and Hilton Garden Inn, with 6 hotels and more than 800 rooms; our own brand restaurants as well as franchises, and also communities and real estate developments in the hospitality sector.

From November 2023 to August 2024, we conducted Project Dakúanuk within our Enjoy Restaurants division in partnership with London Consulting Group. This comprehensive review covered Marketing, Sales, Human Resources, and Operations, allowing us to consolidate efficient practices and standardize processes across both franchise and independent restaurants. Here are the key achievements of the project:

- Implementation of a governance model and performance dashboards that enable detailed tracking of sales, margins, marketing actions, and costs.
- 62% improvement in group sales with the implementation of a sales funnel and a management model for corporate and group leads.
- Implementation of a food waste control model, resulting in a 54% reduction in waste at franchise restaurants and a 25% reduction at independent restaurants.
- Development of a recipe engineering analysis model that allows for the identification and adjustment of price and cost deviations for menu items.
- Development and implementation of a floor control audit process and a handheld tool for restaurant operations, including supervision, physical audits of the front and back areas, and service steps compliance.
- Created and deployed tools to monitor the training plan, effectively training over 44 employees throughout the project, thereby strengthening compliance with operational and service standards.
- Redesigned the supply chain model, from raw material requisition and product reception to ingredient storage and inventory management.
- Implemented a standardized reservation management process and tool through CoverManager.

With great pleasure, and considering the project's achievements, we have no hesitation in recommending London Consulting Group as a highly professional company that has demonstrated the ability to generate profound changes in our way of working, in collaboration with our employees and ensuring their involvement in the initiatives developed.

Yours sincerely,



Javier Pacheco
CEO