

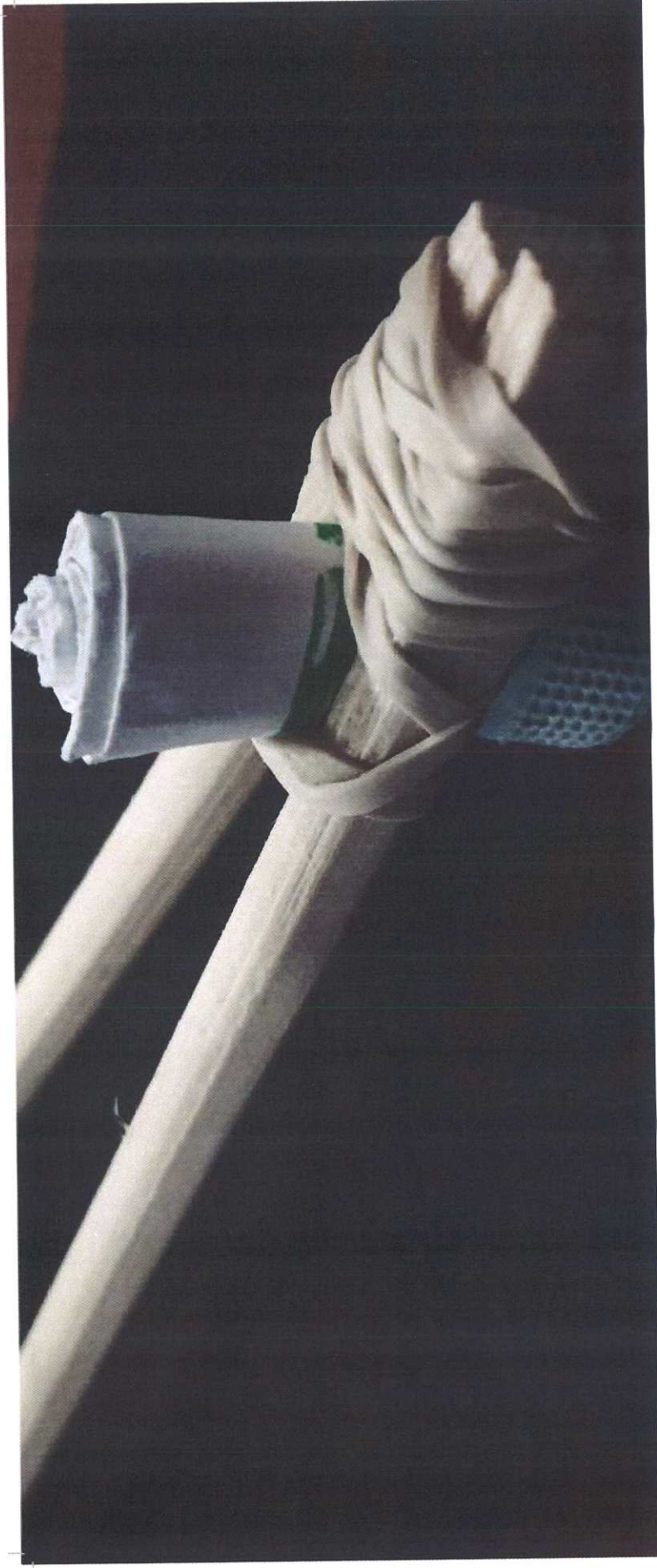


NOBU SHOREDITCH

Contents:

Item:	Page No:
Our mission statement	1
Our look	2 – 3
Our worldwide collection	4
Our story	5
Our vision	6
Our pillars	7
Our layout	8 – 15
Our guest journey	16 – 26
Our restaurant	27 – 54
Kaijo	55 – 64
Our structure	65
Our people	66 – 67
What others say	68 – 69

NOBU HOTELS

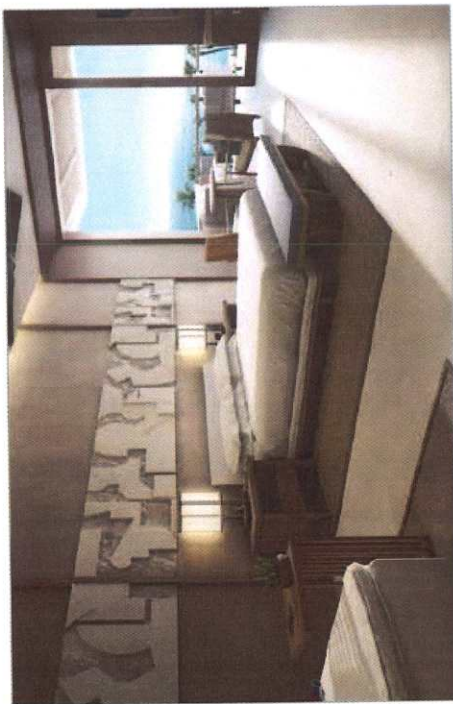


THE WORLD OF NOBU HOTELS

MISSION STATEMENT

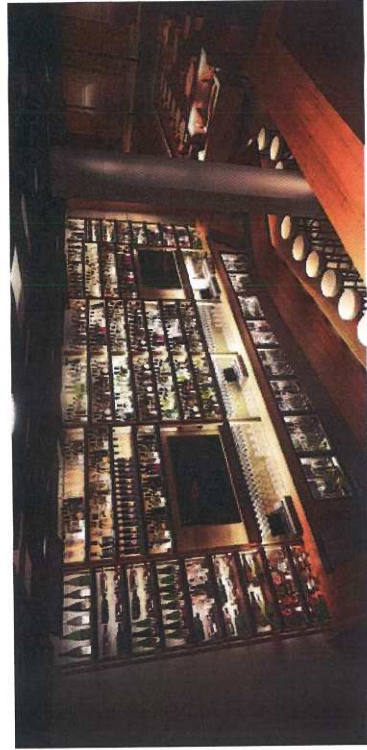
To be the premier luxury all-encompassing hospitality group for crafting guest memories, created through the unique chemistry and perfect balance of luxury, fun and theatre delivered by heart felt passion and pride of service.

NOBU HOTELS



NOBU HOTEL

SHOREDITCH



NOBU HOTELS

OUR CURRENT COLLECTION

NOBU HOTEL WEST COAST
NOBU HOTEL LAS VEGAS
NOBU HOTEL CHICAGO
NOBU HOTEL TORONTO
NOBU HOTEL NEW YORK
NOBU HOTEL LONDON
NOBU HOTEL IBIZA
NOBU HOTEL MARBELLA
NOBU HOTEL, CITY OF DREAMS
NOBU RYOKAN MALIBU
NOBU HOTEL MIAMI
NOBU HOTEL LOS CABOS
NOBU HOTEL SAO PAULO
NOBU HOTEL DR
NOBU HOTEL, TEL AVIV
NOBU HOTEL, RIYADH
NOBU HOTEL, BAHRAIN

NOBU HOTELS



OUR STORY

Nobu was born in Saitama, Japan, and after graduating from high school, Nobu found a live-in job at a sushi restaurant in Tokyo called Matsuei. When he was 24 years old, Nobu accepted an offer from one of his customers that took him to Lima, Peru to open up a restaurant. The impact of his time in Peru cannot be overstated, as Nobu began weaving Peruvian influences into his dishes - the beginnings of his signature cooking style. After three years, and a brief stint in Buenos Aires, Argentina, Nobu returned to Japan. Upon his return, Nobu had an opportunity to open up a restaurant in Alaska. Unfortunately the restaurant burned to the ground during one of his rare nights off. Broken but not beaten, Nobu went to Los Angeles on the advice of a friend. He took a job at a sushi bar, working and saving his income. In less than nine years later, he opened up his own restaurant Matsuhisa in Beverly Hills in 1987.

Matsuhisa was an instant success and became a magnet for foodies and celebrities alike. It was here that his long-time friendship and business relationship with Robert De Niro and Meir Teper began. It was at Robert De Niro's and Meir Teper's urging that they opened up their first Nobu Restaurant in New York City in 1994. Quite fittingly, they called this restaurant Nobu.

Almost 20 years later, Nobu isn't just a collection of world-renowned restaurants, it's a global lifestyle brand that embodies a powerful combination of upscale cuisine and laid-back luxury. There are about twenty-five Nobu restaurants spanning across five continents and receiving over three million visits per year. What started with a simple concept has grown into a global brand of lifestyle, attitude and passion.

NOBU HOTELS

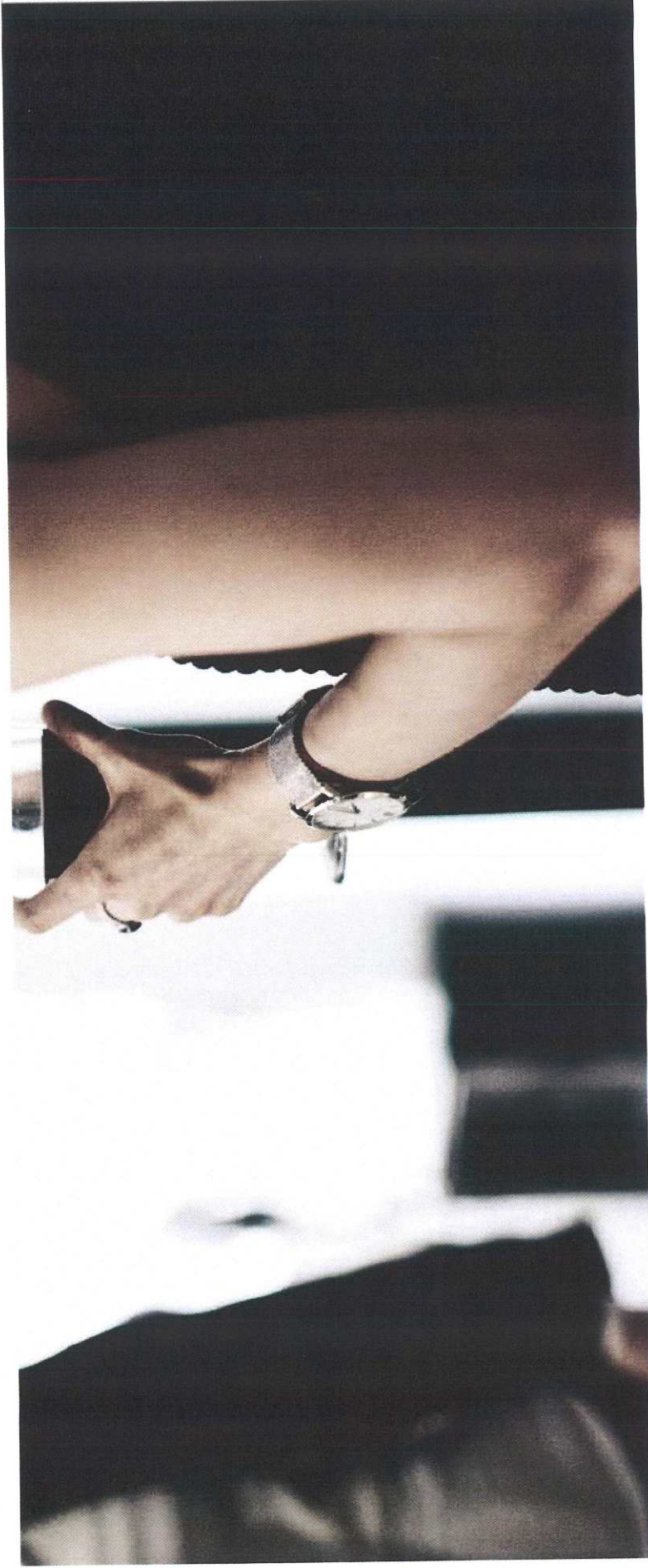


OUR VISION

Over the years, we have been fortunate to travel the world which has deeply influenced our lives and fuelled our careers as artists and restaurateurs. For almost 20 years, we have successfully drawn from these travels, inspiring us to create unique and dynamic Nobu restaurant experiences around the globe. The theatrical allure of the restaurants have built a strong following of vibrant international customers, celebrities, tastemakers and powerbrokers. Our vision fully extends to Nobu Hotels and Residences that are built on the same key principles as our restaurants, encompassing the unique chemistry and perfect balance of luxury, fun, craft and theatre. This new luxury collection will span across the same geographic footprint as our restaurants have done, providing the ultimate in style and entertainment. Nobu Hotels offer a sensual, sultry, fusion of laid-back luxury, high-energy nightlife, exclusive guest room retreats and spa services. It is the ultimate playground for our international client base and will continue to be like no other.

By "wrapping" the concept of a luxurious boutique hotel around energized public spaces, Nobu Hotels creates a powerful stage for shared experiences of excitement and escapism. Featuring the best of everything from imaginative new restaurants, high-energy bars, relaxing rejuvenation, distinctive service to remarkable retail and an air of celebrity, Nobu Hotels will afford guests and privileged owners the most exclusive entry into unparalleled experiences that lay at the crossroads of innovation and imagination.

NOBU HOTELS



BRAND PILLARS

CRAFTED 'intimate & nurturing': bespoke offerings, memory creators, touch point areas, innovation moments

CULTISH 'iconic & created': styled not gimmicky, real and enduring, passion and emotion, exclusive and unique

COSMOPOLITAN 'luxurious & modern': remarkable venues, magnetic lifestyles, centric destination, opulent drama

SENSUAL 'traditional & natural': wood and stone, alluring textures, earth senses, lush flavours