

## Announcement

### Appointment for Graeme Horne as interim Marketing Director

**WEST HILL ACQUISITIONS LIMITED**, the holding company for the acquisition of businesses in the UK catering and foodservices sector with the aim of growing these businesses organically and executing a technology-enabled buy and build strategy, is delighted to announce the following addition to the team:

**Graeme Horne appointed as interim Marketing Director of OfficeServe. Graeme is experienced in leading start-ups through the launch and scaling phases to mass-market growth. He has held leadership roles at start-ups including HungryHouse.co.uk, PayasUgym.com, Tritto, and Quiqup.**

Having started his career in media consultancy and advertising effectiveness analysis, this early experience gave me a background in applying scientific method to marketing.

In 2006, he joined HungryHouse.co.uk as the first employee, having been working on the same concept at the time hungryhouse launched its pilot. He spent 7 years leading the marketing team at HungryHouse, initially as Marketing Manager, before being promoted to CMO in 2011. By 2014, when he left the company, the business grew to c. £7m per month in marketplace revenue and created a household name in the UK.

His main achievements across roles include:

- ! Establishing all digital and offline marketing channels for HungryHouse.co.uk, before building and leading an in-house team of experts to manage those channels.
- ! Grew HungryHouse organically, reliant on high marketing ROI.
- ! Led a rebuild and restructure of Google Adwords for PayasUgym that resulted in a 75-80% cost saving in marketing, without sacrificing revenue.
- ! Identified the need for PayasUgym to pivot to offering memberships - a strategy that has resulted in transformative change to their customer lifetime value.
- ! Led manufacture of branded materials including coats and scooter boxes for Quiqup's delivery fleet, giving strong visibility to their brand on London's streets.
- ! Pushed for the fast-tracking of a project to launch a website for Quiqup (which was until then an app-only service). When delivered, the website resulted in a >10-fold increase in the rate of new customer acquisition.

#### **The Company**

West Hill Acquisitions Ltd acquired the assets of OfficeServe Technologies Ltd in March 2017. OfficeServe is a technology-enabled foodservices disruptor which offers companies a convenient and hassle-free way to order food for meetings, training events or group gatherings through its proprietary e-commerce platform. The majority of food sold by OfficeServe is produced at Chiltern Foods according to bespoke recipes, unique to OfficeServe. Since April 2017 OfficeServe has refreshed its brand, relaunched the website and grown its customer base as well as monthly orders and revenues.

Chiltern Foods was acquired by West Hill Acquisition Ltd in April 2017. Chiltern

Foods operates two food production facilities in Heston and Aylesbury with approximately 60 employees. It supplies prepared food products for customers such as airlines, hotels and conference organisers and has dedicated pick & pack services where personalised distribution is required. In the year to 28 February 2016, Chiltern's turnover was £4.5m and the gross margin was 43.0%.

### **The Market**

In 2012, 1.5% of UK companies were supplied with contract catering. The balance of companies relies on the independent office caterers, generalist grocers or takeaway suppliers for their foodservice solutions. Consumers increasingly value quality and taste as being more important than price.

Britain's lunch at work market was valued at £15.9 billion in 2011. The lunch market has been growing at 3.3% per annum since 2010 and has a 35% market share of the total foodservice market. Sandwiches are the most popular fast food lunch product taking 84% of the total volume share driven by consumer preference for both grab-and-go and packed lunch. Over 3.5 billion sandwiches were sold in 2013, worth a staggering £7.25 billion.

The foodservices market in general is very dynamic and customer-trend driven. There are rising and varied expectations from consumers in the food and drink arena along with the agenda on health and wellbeing. Consumers increasingly value quality and taste as being more important than price. Adding to this overall interest in food and drink is the increasing range of food intolerances and allergies reported by consumers helping to drive demand for allergen free-diets, making their personalisation ever more important. These trends are directing foodservices operators to change existing offerings or develop new service formats.