



# TRILOGY BRANDS GROUP

## GLOBAL BRAND DEVELOPMENT

**INNOVATE. CONNECT WITH THE WORLD. AMAZE.**

**WE ARE A GLOBAL BRAND DEVELOPMENT AND STRATEGY CONSULTING FIRM PIONEERING A FASTER, BETTER WAY FOR BRANDS TO ACCESS HIGHLY COVETED INTERNATIONAL MARKETS.**

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**GROWTH INSPIRED BY EXCITING NEW BRANDS**

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## HOW IT WORKS

**Trilogy Brands is leveraging the power of relationships and global expertise in international markets to access star performing and fast growing American restaurant concepts, accelerating business expansion into the Middle East and North Africa region. Trilogy Brands operates as a growth engine driving new brand and enterprise development for mid to top tier American restaurant brands.**

Trilogy Brands is the brand behind the brands. Focused on creating significant revenue by monetizing idle brand value in a region with strong consumer demand ready to embrace new trendy, emerging, growing and star performing brands. The world is brand-obsessed. Consumers want “American” products today. Trilogy works closely with its American brand clients targeting new and exciting American restaurant concepts.

## WHY WORK WITH TRILOGY BRANDS?

It's simple.

We provide immediate exposure and footprint for your brand translating into sizable economic value for you. We are building a “highway” for the introduction of American concepts into the Middle East consisting of quick serve, fast casual, premium casual and fine dining segments for major, star-performing, and fast growing brands.

Benefits for our clients and partners are that it is a highly lucrative business, high growth model, it addresses a real problem, provides a high competitive advantage, and has a short time to execute. Trilogy Brands possesses unique relationships and business track record in the US and the Middle East, and a unique combination of expertise in finance, F&B and retail. Solid and credible partners in the region that can grow the brand aggressively, immediately unlocking and monetizing brand value which makes for a compelling alliance with Trilogy with confidence of mutual success.

## CLIENTS

**Trilogy Brands Group is changing the old corporate model of global expansion and turning it on its head.**

We offer a real value solution to a real problem for US brands looking to attract consumers and compete for profits. Time is critical and the time to act is now. Trilogy Brands offers the knowledge and expertise a company needs to expand their brand into one of the hottest consumer markets in the world. CEOs not currently targeting the region have nothing to lose and only upside by entering into a regional representation agreement with Trilogy. American brands are eager to engage in dialogue and will choose Trilogy Brands as a conduit to jump start their international presence, ahead of their competitors.

**Welcome to the retail revolution.**

A revolution that is about “Speed to Market”. Consumers identify with a brand and want to experience or own that product today. Not 10 or 20 years from now when the brand is finally ready to enter new world markets. Trilogy's MENA partners want to give their consumers what they want. CEOs of American brands are eager to join the revolution.

# MIDDLE EAST PARTNERS

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## FAST BRAND GROWTH IN GLOBAL MARKETS

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### **THE DEMOGRAPHICS OF THE MIDDLE EAST ARE EXTRAORDINARY**

Trilogy Brands has built and maintains exclusive relationships with the premier real estate and retail companies that own and operate the most prominent businesses in the Middle East & North Africa region with a unique collection of international brands supported by solid management and considerable financial standing. Mall owners and operators in the region are the largest owners of brand rights. This ensures that they bring the ultimate shopping experience to consumers and continue to attract foot traffic to their properties.

The Middle East has long been the vanguard of major international retailers' expansion strategies with a region comprised of 22 countries and at least 40 strong sub-markets. Brands can grow much faster and more successfully under a franchised or licensed arrangement with a mega-regional partner rather than by operating as an independent. Dubai and Abu Dhabi in the UAE have long been the entry point for many international brands. The sheer amount of retail space in Dubai alone –one square meter for every one of its 2.3 Million residents- coupled with extreme weather have made malls places to be, not just to shop. Jeddah and Riyadh in Saudi Arabia offer unbeatable locations as the gateway to the economic capital of the largest economy in the region, while Doha in Qatar is gearing up for the World Cup, and most GCC primary markets have launched 2030 and 2040 visions to transform their economies in a post-oil era with greater degree of innovation and regional high-growth enough to shape the world's future. Markets like Egypt are increasingly relevant, while Lebanon, Kuwait, Oman and Bahrain offer strong underlying country fundamentals.

**For retailers and brands seeking a wide swath of consumers, the Middle East is the most promising market in the world.** Retailers and brands in the mid-range, see a very aspirational component to the people living in the Middle East. There is nominal competition from local retailers. Salaries are very broad and so is the range of nationalities. Per capita GDP is the highest in the world, but more importantly, the highest per capita spending in the world. Most market research revolves around the near future. It is the most relevant time frame. We are not speculating on the distant future. The demand is here today, for Trilogy Brands can bring both sides to the table to ink deals.

**The time to capitalize on this opportunity is today.**

# FOUNDER STORY



**AN INFLUENCER AND CREATIVE CONSULTANT FOCUSING ON BRAND DEVELOPMENT AND GROWTH. A SOUGHT AFTER SPEAKER ON LEADERSHIP, FINANCE, AND ENTREPRENEURSHIP. A VISIONARY CHANGE AGENT FOR WOMEN. A GLOBAL CATALYST. AND A NEXT GENERATION GLOBAL CITIZEN.**

Quintessential Deal Maker for over 20 years driving business growth for clients in the US and worldwide, with broad experience in all aspects of: Global Transaction Services, Growth Strategies, Capital Funding, Corporate Finance, M&A, Global Brand Development, Licensing and Franchising. Highly motivated to source, negotiate and execute on regional and cross-border transactions unlocking brand value. Unique social status having managed a successful global investment banking firm while managing to be a notable member of numerous philanthropic and humanitarian causes globally, having collaborated with the Office of HH The Crown Prince of Dubai and HRH The Prince of Wales on projects of global significance. Invited member of the International Economic Alliance dedicated to global trade, development, investment, and advancing business relations among nations. Finance Panelist for the World Economic Forum, one of the most prestigious members-only world leaders' organizations shaping the world today, comprised of 1,000 of the world's top corporations. Invited as Innovation Forum Speaker at the Global Restaurant Leadership Conference representing over \$2.7 Trillion in foodservice revenues. Honored Nominee for the Women in Business Awards by the OC Business Journal, recognizing outstanding professional women with significant contributions to organizations, professions, and community in Southern California. Lived and worked in United States, Europe, Middle East, Africa, and Latin America. Speaks multiple languages. Received a Post Graduate degree in Global Business Management from Harvard Business School, becoming alumni alongside some of the world's most prominent leaders.

## GET IN TOUCH

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