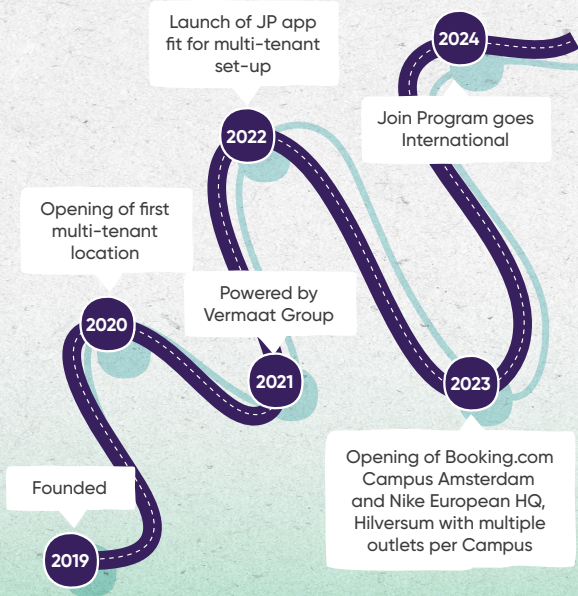


## Our story



## We understand your needs

- ✓ **Scalable packages:** Packages that adapt to your property's needs. Whether you manage a small office building or a large commercial complex, our solutions scales effortlessly. Our transparent insights into capital expenditures empower you to make informed decisions.
- ✓ **Tenant-centric hospitality:** Your tenants deserve exceptional experiences. Our hospitality concepts are tailored to their preferences. From gourmet meals to quick bites, we cater to diverse tastes, ensuring satisfaction and retention.
- ✓ **Smart technology solution:** We're not just caterers; we're your innovative partner. Our technical solutions allows tenants to access a variety of food concepts that integrate seamlessly to ensure a smooth F&B experience.

## Benefits for you

- ✓ **Unbeatable food program:** Enjoy chef-quality food served throughout the day.
- ✓ **Guest satisfaction:** Receive improved feedback and NPS scores.
- ✓ **WELL certification:** Our program ensures WELL certification for your location.
- ✓ **Consistent quality standards:** Maintain uniform quality across all locations with a delightful, fresh, and varied menu.
- ✓ **Employee engagement:** Involve employees through feedback, loyalty programs, and effective communication to positively impact guest satisfaction scores and contribute to employee retention and well-being.
- ✓ **Next-level digital guest journey:** Our experts create engaging guest communication, including storytelling around dishes and ingredients.
- ✓ **Curated food experience:** Uniform menu choices enhance guest satisfaction compared to non-uniform options.
- ✓ **Sustainable goals:** Striving for current and future objectives, transitioning toward sustainability through existing initiatives outlined in our self-established ESG guidelines for 2030.

## Some of our clients



## Let's meet up over lunch

We are more than happy to discuss the possibilities with you over a delicious lunch at one of our locations.



**Maurits Tofhr**  
Founder / director  
maurits@joinprogram.com



**Fleur van Velthoven**  
Multi-tenant specialist  
fleur@joinprogram.com

powered by  
**vermaat**

# Your future forward food partner

For tenants



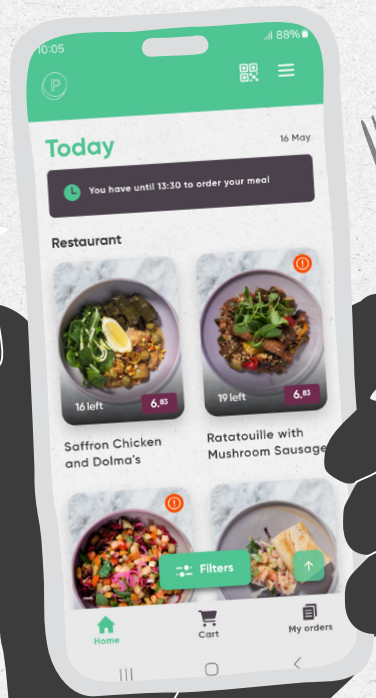
Taste tomorrow.

join program

## Curated menu process

A team of expert food curators craft nutritious recipes and dishes. When creating our menu, we prioritize seasonality, origin, and diversity, always keeping the best flavor in mind. Employees shape those recipes via feedback in the Join Program app. Each dish undergoes extensive development and testing to meet all quality standards. Images of the food are captured, and details about nutrients and allergens appear in the app.

Using a central production kitchen, we achieve consistent, fine-dining quality and control the entire process. This approach eliminates the need for on-site chefs and expensive equipment while ensuring daily product variation. Additionally, we take pride in holding the FSSC/ISSO 22000 certification for our production site. Our dedicated drivers deliver meals daily, which undergo the final steps of preparation on location, adhering to strict HACCP standards.



We invite you to have a warm conversation over lunch or coffee to explore how our all-day concept aligns with your wishes. Whether it's optimizing costs, efficient use of square meters, offering you a one-stop solution, or enhancing guest experiences; we're here to share our expertise and collaborate.

## Smart Tech

We challenge the traditional office catering model by making optimal use of today's technical possibilities. Together, we can limit food waste and promote healthier, conscious, and climate-friendly food choices.

We've seamlessly integrated a smart technology platform (app) into our services. All employees can now effortlessly order, pay, and explore food options, all while providing us with valuable insights into customer behavior and satisfaction. Join us in shaping a dynamic and data-driven food experience.

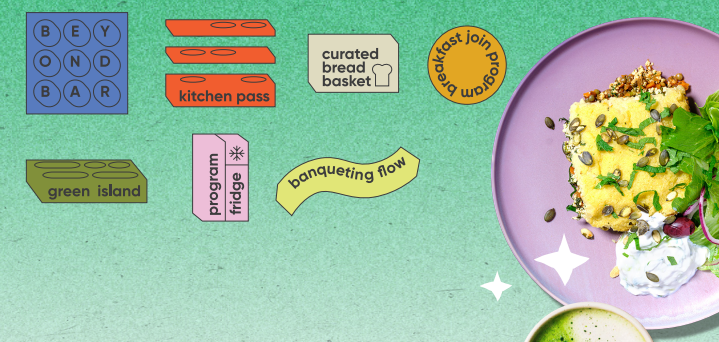
## Harmonizing diverse services our specialty



We've proven to turn everyday concepts into extraordinary realities at our client's locations. Whether optimizing day-to-day operations or crafting innovative designs for restaurant spaces, we bring creative insights to the table. When you co-operate with us, you're partnering with a team that understands the ideal guest journey and can implement it too.

Our tailored concept modules redefine hospitality. Imagine a compact yet inviting space: a hospitality desk seamlessly merging with a coffee bar and lunch counter. Perfect for cozy corners or limited square meters. Or... picture an all-day restaurant with a lunch counter, vibrant salad and bread buffet, and stylish break-out seating. It's not just dining; it's an unforgettable journey.

We're the partner who understands your wishes and employees' needs to create an exceptional guest experience at your location.



## Join the movement towards better food, better life, and a better planet

As custodians of both culinary excellence and community well-being, we recognize the pivotal role we play within your services towards your employees. Our ESG policy is purposefully crafted to resonate with your challenges and aspirations.

We foster awareness around healthy and sustainable food choices, empower guests to make informed decisions, celebrate diversity, and offer growth opportunities. Join us in this culinary journey—one that works towards better food, a better life, and a better planet.