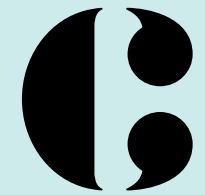


**Delivering the
Australian Café
experience to
the world.**



**THE
COFFEE
CLUB**

Your
happy
place



The iconic Aussie café culture.



The Aussie café culture has been around for many years and now the world has started to take notice of the way Australians do coffee and brunch, which is a meal between breakfast and lunch.

Australians have given popular brunch meals such as Avocado on toast an identity known as “Avo Toast” and “Eggs Bene” more widely known as “Eggs Benedict” has also become a signature brunch offering. Specialty coffees carefully crafted by baristas in Australia have become world renowned for quality.

Café life has been a daily routine for many Aussies and now we’d like to bring that culture to countries around the world with a concept and a brand that we know works because it’s been successful for over 30 years!



Why choose us to bring the Aussie café to your market?



From the very beginning The Coffee Club was founded on family, friends and customer need. The customer has been and always will be our focus.

Today we aim to become the world's most loved and relevant café chain. We want to bring the iconic café culture that Aussies know and love to other countries around the world.

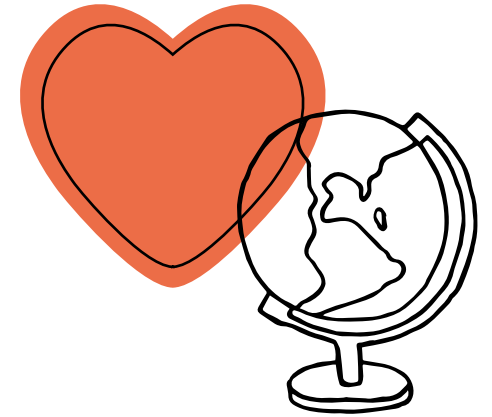
We have a 30 year success story where we have met market demand for good food, great service and excellent coffee.

With close to 450 stores across fourteen countries in the Pacific, Asia and the Middle East, we are the largest Australian café chain and one of the largest in the world.

We are part of the Minor DKL Food Group consisting of The Coffee Club, Nomad Coffee, Black Bag Roasters, Coffee Hit, Veneziano Coffee Roasters and Flight Coffee brands. We are backed by Minor International.



Why choose us to bring the Aussie café to your market?



Our master franchise partners are more than our business partners. They are an extension of our family. Offering the best to our partners is something we take great pride in. We get that all markets are unique. That's why we innovate and adapt to change in every market.

We get you and we support you. We have dedicated international support systems and head office staff all here to help make sure you are supported through every stage of your journey. This includes:

Brand and marketing

Menu and product development








Operations and training

Store design, construction and store opening support





Why we stand out from our competitors...

Why we are different?	THE COFFEE CLUB							
Part of a US\$5 billion capitalisation group	✓	✓	✓	✓	X	X	✓	X
8 formats from kiosk to full-service café and drive thru	✓	X	X	X	X	X	X	X
Global supply chain	✓	✓	✓	✓	✓	✓	✓	✓
Sustainably sourced, responsibly made coffee beans roasted in Melbourne, Australia	✓	X	X	X	X	X	X	X
Menu flexibility/inXvation to adapt to local customer preferences supported by, centralised global inXvation and menu development team	✓	X	X	X	X	X	X	X
60% of sales driven by food menu	✓	X	X	X	X	X	X	X
Menu offering covers all 3 day parts (Breakfast, Lunch and Dinner)	✓	X	X	X	X	✓	X	✓
Average check size of >\$15	✓	X	X	X	X	X	X	X
30% of sales driven by digital channels	✓	X	X	X	X	X	X	X
Small format, low capex, kiosk model with full plated offer	✓	X	X	X	X	X	X	X
Stable of delivery only virtual brands	✓	X	X	X	X	X	X	X

Our store formats are unique.



Flagship

1,400 sqft & Above
100 Seats & Above
Full Beverage Menu
Extended Food Menu
Elevated Service



Café

1,400 sqft & Above
80 Seats & Above
Full Beverage Menu
Full Food Menu



Kiosk

800 – 1,400 sqft
50 – 70 Seats
Full Beverage Menu
Full Food Menu
Streamlined menu for <30sqm



Drive Thru

1,400 sqft & Above (Modular or container options are available)
Optional Full Café Menu in store or Simplified menu

The Coffee Club has 4 core store formats with the flexibility to adjust each format to fit into your desired footprint. Options range from a small footprint, drive thru only asset, through to a dual lane drive thru with a full-service restaurant. Our store formats consist of:

Flagship

Café

Kiosk

Drive Thru





COFFEE CLUB

where
meet?

FLAGSHIP







EST. 1989

CAFÉ









Our kiosk models offer more flexibility.



1. Kiosk

- Our kiosk model is a low capex 100 – 120 square foot store (excluding seating) that operates the same menu of our 500 square foot café. This is a unique and industry leading model with strong ROI

2. Small Box Kiosk

- Our new agile kiosk model is compact with the aim to “gap-fill” opportunity areas and costs for shopping centre landlords with lower capex entry and rents. Predominately focuses on take-away, grab and go, delivery models with small foot-print and high table turnover
- Large focus on speed of service and high transaction counts
- Seats approx. 24 – 52 seats



Our drive thru formats are best in class.



Our drive thru formats range from low capex, small footprint through to large, dual lane drive thru adjoining our flagship restaurant.

Drive Thru – including Café

- Larger footprint combines drive-thru, dine-in, takeaway and (if available) delivery with a high focus on both speed of service and table service
- Footprint size ranges from 450 sqm+ for land and 150sqm+ for internals
- This model is perfect for long term servicing of high exposure arterial/main roads with large road traffic numbers +20K cars per day.
- The dine-in element can accommodate between 60-100+ seats



Our drive thru formats are best in class.



Drive Thru Express / Modular Drive Thru

- An agile 'lite' and compact version of our drive-thru model
- Predominately this model cater to quick service drive thru, takeaway and (if available) delivery
- There is an intense focus on speed of service to ensure quick flow through small footprint sites ranging from 250sqm+ and 50 – 80sqm internal kitchen with takeaway windows
- This model is excellent for moderate to high road traffic positions at +12K cars per day
- The seating ranges between 10- 32 seats for takeaway service only





STORES FROM
AROUND THE
WORLD
- INDONESIA





STORES FROM
AROUND THE
WORLD
- THAILAND



STORES FROM
AROUND THE
WORLD
- VIETNAM





STORES FROM
AROUND THE
WORLD
-AUSTRALIA





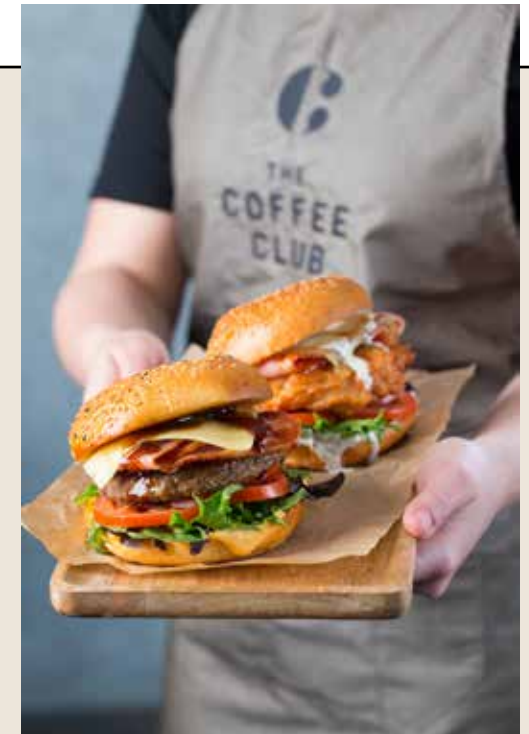
MENU

Our menu delivers an industry leading ATV.

Today, our menu consists of a wide variety of breakfast, lunch, dinner, snack and on the go snack offerings catering to all types of customer segments. Our menu covers all 3 day parts including breakfast, lunch and dinner, unlike some of our competitors.

60% of our sales are from our food offering and we have a category leading average transaction value (ATV) of greater than \$15.

Our average check is over 30% higher than coffee chains operating without a full menu.



Our menu is innovative and adaptable.



The Coffee Club's menu is our unsung hero. Our popular Aussie western-style café dishes are what attracts our regular customers. However, we recognize the ever-changing consumer landscape, and we are constantly innovating our menu and adapting to suit the needs of every market.

We make sure we are selecting premium ingredients and developing on trend recipes that resonate with local customers. Localisation can be done either as an extension flavour of our core dishes or can be a signature staple dish for the region.

We aim for 70% of our menu to be comprised of The Coffee Club's Australian menu dishes with 30% localisation.

We have a dedicated team focused on menu innovation called MFIT (Minor Food Innovation Team). This team along with The Coffee Club International work with each market on developing new concepts to attract customers.





SPECIALTY



Our coffee is quality.

WORLD
RENOWNED
ROASTING
TEAM



The Coffee Club is known for excellent coffee – its in our name!

We take pride in offering delicious specialty coffee by working with our world leading specialty coffee roasters, Nomad Group in Melbourne, Australia to deliver a sensational coffee experience to our customers.

You will have a competitive edge of delivering specialty coffee, roasted in Melbourne Australia to customers in your market.

We care about where our coffee comes from. Our signature blend coffee has been sustainably sourced through cooperatives in Brazil and Colombia and directly from the farmer in India. Once our beans are picked and processed at origin, they are sent to our roaster in Melbourne for roasting before being packaged and sent to our stores. Throughout the production process our beans are tested to ensure quality from bean to cup.

The Coffee Club signature blend has won multiple awards at both Australian and International level including being awarded the Silver Medal at the Golden Bean which is the World's Largest Coffee Roasting Competition.





Our digital channels grow our sales.

In today's world digital technology is at the forefront of everything and it's no different at The Coffee Club.
In fact, 30% of our sales are driven by digital channels.



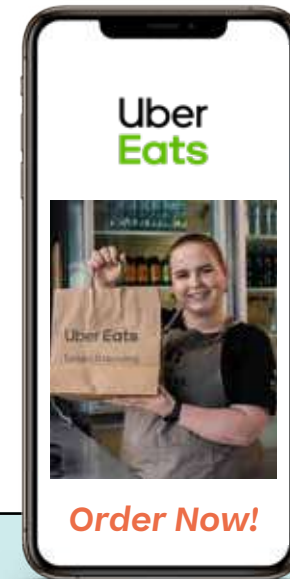
App

Our App rewards customers with virtual money back on purchases.
Drives increased purchase behaviour and loyalty.



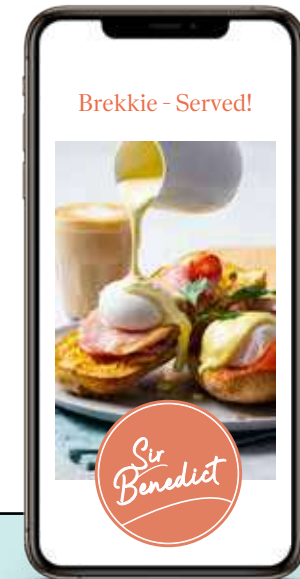
Retail

Our online marketplace for customers to purchase coffee beans, pods and equipment for speciality coffee at home as well as gift cards for that special loved one or event.



Delivery

We partner with delivery apps such as Uber Eats. Gives customers the convenience of our menu delivered straight to their door!



Virtual Brands

Our virtual brands Burgers with Bite, Sir Benedict and Burgs & Shakes offer deliver between 2-5% of total sales for markets post launch.

Our virtual brands grow our sales.

Our virtual brands were developed in July 2019 starting with Burgers with Bite. Our virtual brands are designed to grow sales by reaching new audiences with our existing products. We recognized an opportunity to capitalise on the popularity of delivery aggregators such as Uber eats and deliver a brand and product to consumers that they want without them physically entering one of our The Coffee Club stores.

The result is that our virtual brands are the cream on top of our existing sales. Virtual brands grow sales by 10% -15% per store.

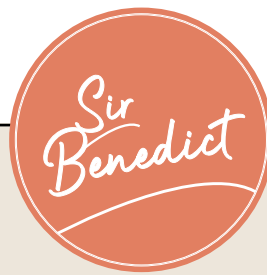


Busting your way out of your local The Coffee Club, we deliver burgers that are unapologetically messy and unethically sauced across Australia.

We understand that if you're in the mood for a burger there's no room for BS, you need to do it properly.

Wrap your laughing gear around our Double Stacked Burger or perhaps you're more interested in the Cheese Louise? You won't need to eat for 3 days after this epic feast. Now that's what we call balanced.

These burgers are not for the faint hearted, if you can't handle the heat, get out of the kitchen.



Feeling a little fancy? Indulge in a gourmet Eggsperience with Sir Benedict's luxurious Breakfast and Brunch Range, carefully crafted in The Coffee Club kitchen.

Whether you're craving breakfast in bed, or catering for a Royal Affair, we've got the perfect selection of dishes. Enjoy a classic Eggs Bene with Bacon, our Eggs Bene on a Croissant, or our Mini Me Bene.

Sir Benedict is unapologetically charming, quirky and swanky, with dishes fit for his, or her, majesty.



Picture black and white tiles, neon lights and a classic Cheeseburger paired with your favourite chocolate milkshake. Hand crafted by TCC, Burgs & Shakes is all about being taken back to a simpler, enjoyable time.

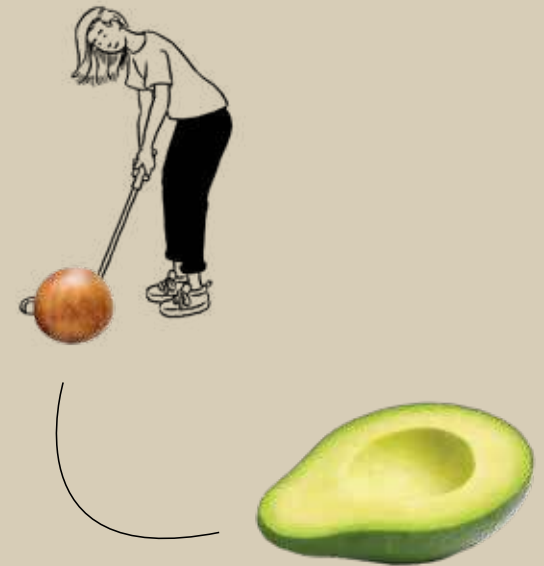
Our array of classic burgers, handcrafted shakes and delicious snacks are sure to hit the spot when nothing else can.

Fire up the jukebox and enjoy your favourite Burgs & Shakes, we have something for everyone and feasts suitable for the whole family!



Why invest in The Coffee Club?

- We are the largest Australian Café chain bringing the Aussie café experience to the world with a proven concept and powerful renown brand
- The Coffee Club was born in Australia, the global leaders in specialty coffee and cafés
- Our store formats are unique with 4 core models with 8 formats ranging from kiosk to full-service café and drive thrus
- Our menu brings dishes that are quintessentially Aussie, such as “Avo Toast” and “Eggs Bene” to your market
- Our menu is adaptable to your market with 30% of the menu customisable to cater for local market needs
- We deliver an industry leading Average Transaction Value (ATV) with 60% of our sales from food
- Australia leads the way with specialty coffee. Our coffee is premium quality speciality coffee, is sustainably sourced and roasted in Melbourne Australia by award winning coffee roasters
- Our digital channels and virtual brands grow our sales with 30% of sales from digital channels including 10% - 15% sales coming from our virtual brands





We are more than just a coffee shop.

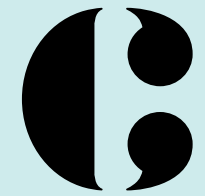
We deliver the most customer connected Australian Café experience.

The Coffee Club is known for coffee and we love it! However, there is a lot more to us than just coffee.

With more store formats than our direct competitors we offer leading master franchise opportunities tailored to suit market needs. Plus we offer every market menu flexibility. We innovate and adapt to meet the demands of the ever changing consumer landscape. Our digital channels are constantly evolving and our virtual brands help grow sales.

If you're ready to take your business to the next level, invest with us. We are more than just a coffee shop. We are the leading Australian Café chain delivering a customer connected experience to markets around the world.





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