

A dark purple world map serves as the background for the top half of the image. In the upper right quadrant, there is a graphic consisting of several overlapping hexagons in white and purple, with a small purple circle at the top right.

**YOUR WINNING  
PARTNER**

A light gray network graphic, resembling a molecular or web structure with nodes and connecting lines, is positioned in the bottom right background.

 **Chatime**

# Table of Contents

- 1** *About LAKAFFA*
- 2** *Business Strength*
- 3** *International Presence*
- 4** *Franchising Info*
- 5** *Family Brands Intro*



# ***About LAKAFFA***

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# An International F&B Group

LAKAFFA aspires to be an "International Brand Platform" and become a leading global F&B group.

In collaboration with and support from prominent investment entities such as Goldman Sachs, LAKAFFA became the first franchise tea beverage corporate to list on Taiwan's Emerging Stock Market in 2012 before moving to the Taipei Exchange in January 2015.



Global Headquarters





# Diversified International F&B Presence



# Business Remarks



**2004**

Year founded



**3000+**

Number of stores



**62 / 6**

Number of countries & territories / continents



**13**

Over 13 F&B brands



**655**

Cups sold per day per global Chatime store on average



**100K+ / 800K+**

2022 Greenhouse gas reduction (tons CO<sub>2</sub>e) / Energy conservation (joules)

# Global Awards

## A Leading International F&B Brand Company

- + One of the largest international tea chains
- + First franchise tea brand to IPO in Taiwan
- + Partnerships with top international companies to expand business and grow markets
- + Multiple global awards winner





# MILESTONES



First Chatime store launched.



Chatime expanded to China.  
Branch office opened in Shanghai.



- + First tea beverage franchise traded on the Taiwan Emerging Stock Market.
- + Chatime launched in Dubai and the UK, successfully expanding the brand across four continents.

2004

2005

2007

2008

2009 - 2011

2012

2013

LAKAFFA International Co., Ltd founded in Hsinchu, Taiwan.  
Launch of coffee brand LAKAFFA Coffee.



ZenQ store launched.



Chatime launched in Hong Kong, Vietnam, Malaysia, Australia, Indonesia, Philippines, and Canada.

Chatime launched in Cambodia, Japan, Pakistan, Myanmar, Manhattan and Guam.



- + LAKAFFA celebrates 10-year anniversary.
- + Chatime launched in New Zealand and Fiji. Receives "Brand of the Year" award at the World Branding Forum.
- + Introduces Japanese leading cuisine chains. Wagokoro Tonkatsu Anzu Ginza introduced in Taiwan. Launch of Bake Code bread brand.



- + Became global agent of Duan Chun Zhen, a renowned Taiwanese beef noodle brand and Osaka Ohsho, a popular Japanese dumpling brand. These two brands go on to rapid expansion in Taiwan.
- + First running event, "2016 Chatime Yummy Run," held.

2014

2015

2016

2017



- + Official IPO on Jan 20th.
- + Bake Code launched in the US, Canada, and Malaysia.
- + Start of FMCG business with introduction of mixed milk tea bags in major supermarkets and e-stores.



- + Acquired brand ownership rights of Chunsun Pudding Cake.
- + Merger of Relight Corporate Company, targeting over 2,500 stores worldwide to become a leading tea brand.



Introduced renowned Japanese deep-fried beef cutlet brand, Gyukatsu Kyoto Katsugyu, to the Taiwanese market. Opening in Xinyi Shopping District of Taipei marks brand's first overseas branch.



- + Established and introduced 2 new restaurant brands, Engolili British fusion and Merry Pho Vietnamese fusion.
- + Kingza becomes global agent of Taiyotomato Japanese Ramen brand.



Introduced 3 stages of digital transformation: digital marketing membership, e-commerce retail, AI Chatime store globalization.



March 2020: Acquired 90% of Ten En Tapioca Foods, targeting vertical integration of materials supply chain.



Duan Chun Zhen entered Hong Kong market.

2018

2019

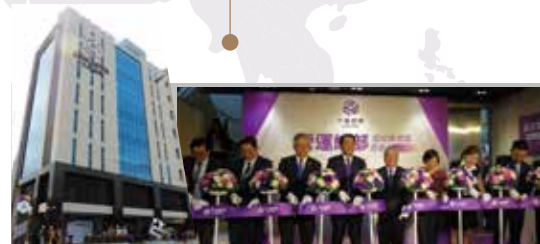
2020



Chatime wins "Product Award" and "Services & Solutions Award" at the 2018 World Branding Forum; featured as one of the leading Asian Enterprises.



- + Chatime becomes first Asian beverage brand to set up a store at The Louvre.
- + Chatime milestones:  
200th store in Indonesia.  
100th store in Australia.



Brand new LAKAFFA Global Headquarters building completed and goes live in Hsinchu County, Taiwan.



- + 10th anniversary of Australian subsidiary.
- + Chatime milestones:  
300th store in Indonesia.  
100th store in the Philippines.

Chatime bubble tea kits arrive at Woolworths, Australia's biggest supermarket chain with more than 2,000 stores.



2021

Chatime launched in the Netherlands.



LAKAFFA Chairman Henry Wang receives "Master Entrepreneur Award" and International beverages brand Chatime wins "Inspirational Brand Award" at the 2022 Asia Pacific Enterprise Awards (APEA).



2022

Chatime launched in Palau, Ireland, Finland, East Timor, Lebanon, Bulgaria, and Sweden.



Kingza listed on Taiwan Emerging Stock Market on June, 2023, and became master franchisee of Kyochon in Taiwan.

2023

Chatime launched in Egypt, Nepal, Iraq, Democratic Republic of the Congo, Switzerland, South Korea, Lithuania, Saudi Arabia, Ghana, Turkey and Ivory Coast.







*Chatime's ambition is to let  
consumers enjoy Chatime products  
wherever the sun rises.  
Cha (tea) + time bring delightful enjoyment.*

## GLOBALIZATION

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Operating across 62 countries, Chatime has become one of the largest bubble tea brands in the world. And we're continuing to grow as we tap new markets.

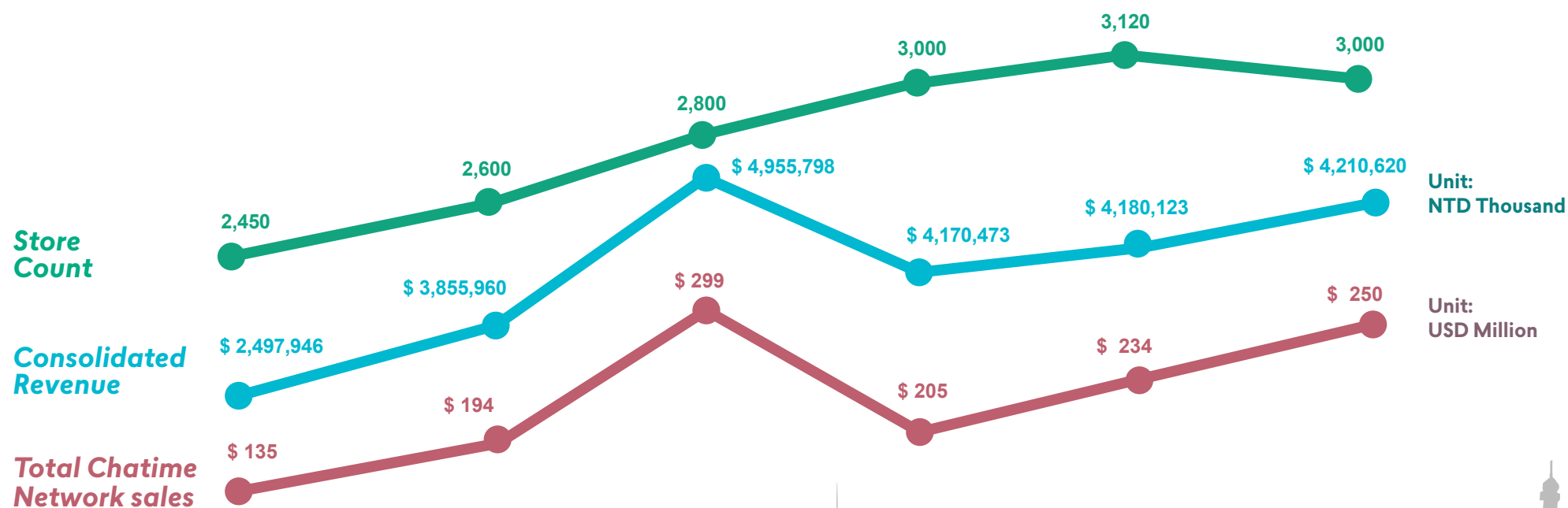




# Investors' Top Pick



- + 3,000+ stores across all LAKAFFA brands in 62 countries & regions
- + 14 consecutive years of double-digit growth in global store expansions
- + High growth, asset-light model



Over **63** countries / regions,  
across **6** continents



ASIA



EUROPE



AFRICA



OCEANIA



NORTH AMERICA



SOUTH AMERICA



# Mission Statement

***Expand the brand globally*** ▲

***Make partners stronger*** ▲

***Provide global consumers  
high-value cuisine*** ▲



***Business Strength***

# Technology Driven / Service First Best-In-Class Franchise Support



**Product**



**Supply chain**



**Marketing**



**Training**



**Operations**



**Store  
development**

# Product Innovation

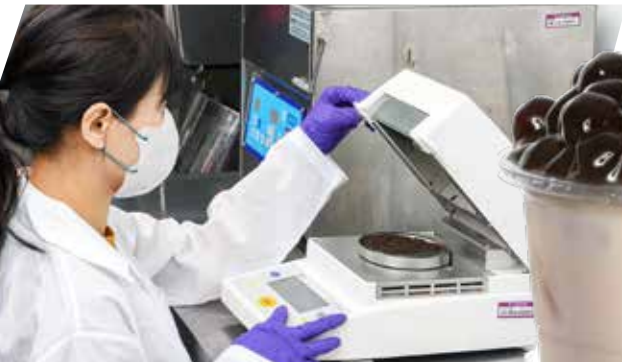
**Innovative drinks  
of global tastes**



**Innovative technology  
of drinks serving**



# Sustainable management Safe for consumption



+ Leading Global Food Certification

+ Strict Process of Quality Control



FDA



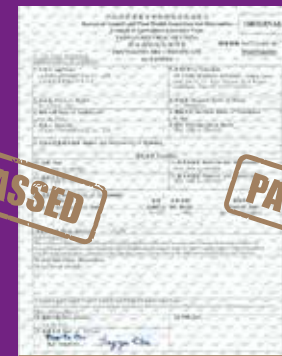
Halal



SGS



CFS



Phytosanitary



Export

# End-to-end Supply Chain Integration

Quality First / Fast Service / Problem Solved



**Owned factory —  
largest pearl  
manufacturer in Taiwan**

**Raw materials  
tracking & management  
worldwide**

**Efficient logistics  
infrastructure**

**Centralized &  
global strategic  
procurement**



# Leading Global Tapioca Brand



Founded in 2005, TEN EN TAPIOCA FOODS Co., Ltd, LAKAFFA's subsidiary, focuses on tapioca manufacturing, sales, and technical services. The company owns the highest market share in Taiwan currently.



**TAIWAN**



# Popular the World Around

International certification / Food safety / Naturally healthy



**Ingredients source  
management**



**Standard operating procedures  
(SOPs) implementation**



**Quality control**



**After-sales warranty and  
customer follow-ups**



# Global Marketing

## Tea-rista

**16+** Chatime Tea-ristas showcase their tea-making skills



## Good Run Good Love

**3500+** runners promote social welfare and healthy living



## My First Chatime

**10+** countries' consumers share Chatime experience in the New Year



## Tea Lab

**30+** countries implement tea knowledge in every Chatime product



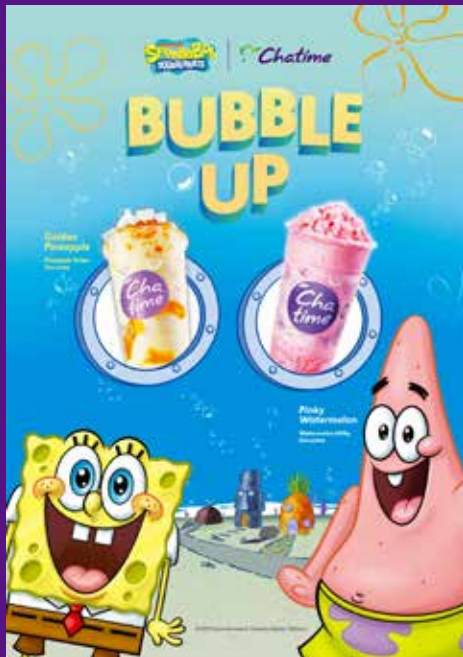


# Global IP Collaboration

+ Brand exposure: **over 50 times more**

+ Sales boost: **+220%**

+ Store traffic: **+180%**



# Comprehensive Training Package



**3 weeks of on-the-job  
training & on-site  
opening support**



**Instructional  
materials**



**On-going  
operation support**



# ESG

## Green Initiatives

Eco-friendly materials



PLA-Paper Straw  
PLA-Paper Cup



# ESG

## Chatime CommuniTEA

Corporate Social Responsibility



PEARLS  
- 4 -  
EVA

Chatime's Global CSR Program

Leveraging Boba Power from Chatime's global community to create positive social impact, raise the voices of the marginalized, and share happiness.



# ***International Presence***





# LAKAFFA Subsidiary

## Chatime Australia Pty Ltd

In Australia, Chatime has quickly grown to over 170 T-Breweries across the nation.



**Winner of the Best Loyalty Program at the QSR Media Sandhurst Awards**



# Australia



**10+**  
years celebration

**No.1**  
bubble tea  
brand  
in Australia

**170+**  
store  
openings



**2000+**  
supermarkets in  
Australia serve Chatime  
FMCG Goods





# Canada



**120+**  
store openings

**No.1**

bubble tea from  
2021 NOW  
Toronto





# Indonesia



**480+**  
store openings

**No.1**

bubble tea  
brand  
in Indonesia

**5000+**

staff  
employed



**10+**  
years celebration





# The Philippines



**160+ stores**

Opening celebrations  
attended by  
the First Lady  
of the Philippines.





# Palau



Chatime Grand Opening in Palau.  
“ Why Chatime?  
We want something  
to compete with Starbucks! ”  
- father of Palau  
President Surangel Whipps Jr.



**Drink of choice for  
the First Family**





# Malaysia



**120+**  
store openings





# Success Stories

## Happy Partners – in their own words



Being a part of one of the largest and most iconic bubble tea brand is incredible. With its strong brand presence, great team we had, fun and innovative products, happiness can be delivered in each cup to everyone, every time.

Chatime Indonesia - Business Director **Devin Widya Krisnadi**



With the right mix of young energy, winning taste, and collaboration across countries, the brand is truly fit for the international market. Chatime has the potential to be a household name in whatever country and whatever language.

Chatime Philippines - Finance and Marketing Director **Chris Cua**



Our strategic relationship with La Kaffa enables Chatime Group Australia the opportunity to collaborate on all aspects of business, leverage insights and global expertise to amplify the Chatime offering at a local level, for the benefit of all customers and stakeholders.

Chatime Australia - Chief Executive Officer **Carlos Antonius**





# ***Franchising Info***



# Criteria

## IS CHATIME RIGHT FOR YOU?



### PASSION

Dedicated to excellence  
and able to build a  
high-performing team



### RESOURCES

Adequate capitalization.  
Total franchise cost :  
USD 40,000 - 78,000



### AVAILABLE MARKET

Select a market that is available  
for current and future  
development. Single outlet size :  
800 - 1200 square feet

# Process

We've got you covered every step of the way







# ***Family Brands Intro***

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# FAMILY BRANDS



烘焙密碼  
BAKE CODE

Chatime



春上布丁蛋糕

英格莉莉  
Engolili cafe



大阪王將



銀座杏子日式豬排

KYPOCHON 1991  
橘村炸雞

京都勝牛

段純貞



吉美小食堂

 Chatime

shaking tea up





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