

# TEALIVE BRAND DECK

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# COMPANY OVERVIEW

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### THE COMPANY

#### Agenda

Loob Holding Overview

Tealive Overview

Tealive's Value Proposition

Our Sustainability Strategy

Store Design

#### LOOB - Looking Out Of the Box

Loob Holding Sdn Bhd, established in August 2010, is a forward-thinking, boundary-pushing company managing a diverse portfolio of food and beverage brands in Malaysia and internationally. We market and sell our flagship Tealive brand of products focusing on non-alcoholic beverages through a network of directly-owned outlets and franchised or licensed outlets across Malaysia and overseas.

#### Our Market-Leading Portfolio

tealive

SEA's largest  
Bubble Tea Brand



Leading coffee & toasties  
brand in Malaysia

WONDERBREW®

Leading Kombucha  
brand in Malaysia

soda xpress

Malaysia's leading sparkling  
water machine retailer



## WHAT WE STAND FOR

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### Our Vision

To be the leading innovator of the global beverage industry, empowering change for a sustainable future

### Our Mission

Bring joy with every sip, towards a better tomorrow

### Our Core Values

• Entrepreneurship • Teamwork • Honesty • Passion •





## SENIOR LEADERSHIP TEAM

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**Bryan Loo**

Chief Executive  
Officer

- > 10 years in the F&B industry
- Spearheads the strategic direction of Loob
- EY Emerging Entrepreneur of the Year Award 2013 Malaysia

**Loo Chee Leng**

Chief Operating  
Officer

- > 15 years in technical, sales, marketing, strategy and portfolio management, etc.
- Oversees the daily operations and performance of the group

**Bryan Yeow**

Director, Special  
Projects &  
International  
Business

- > 8 years in oil and gas
- Handles special projects, partnerships and new retail ventures of the group

**MJ Ling**

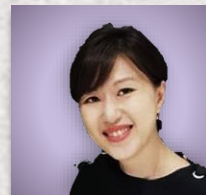
Chief Commercial  
Officer

- > 30 years of QSR experience
- Ex-COO of KFC Malaysia
- Oversees the operations of Tealive and Bask Bear Malaysia from operations to training and R&D

**Jeremy Tan**

Director, Strategy &  
Portfolio

- > 10 years in financial and strategic planning
- Primarily responsible for the strategic initiatives and projects of the group

**Juliet Choo**

Finance Director

- > 15 years in FP&A and accounting in retail & FMCG
- Member of IIA & CPA
- Responsible for the finance function of the group

Proven Domain Knowledge with Combined Experience from



## WHO WE ARE

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Loob is led by one of Asia's most credible entrepreneurs and business leaders, Bryan Loo (EY Emerging Entrepreneur of the Year 2013).

Bryan's journey started in a situation that would be familiar to many – he was stuck in a career he hated. That's when he had his first breakthrough moment: quitting his job to chase his passion. Recognising that Malaysia's market for tea was underdeveloped compared to coffee, Bryan travelled to Taiwan and obtained the Malaysian franchise rights for a bubble tea brand. What started out as one outlet in Malaysia quickly grew to over 100. Then, he had his biggest breakthrough. Wanting to modernise the way the world drinks tea, Bryan made the leap to create his own tea chain, Tealive. In the space of one year, Bryan took Tealive from an unknown brand and turned it into a premier lifestyle tea chain. Today, Tealive continues to grow and is now expanding into one country after another.

The Founder  
**Bryan Loo**



## Loob Holding – The top regional beverage company backed by strategic investor

Loob is backed by Creador, a private equity firm focused on long-term investments in growth-oriented businesses in Southeast Asia and India.

In June 2021, Creador has agreed to take a 30% stake in Loob Holding. Creador's founder and CEO Brahmam Vasudevan commended Loob's impressive growth and the management team's execution capabilities.

The strategic partnership will accelerate our plan to hit our 1,000<sup>th</sup> store milestone by 2024 and drive Loob Holding to the next level.

# Creador\*

## CORPORATE MILESTONES

## Our Corporate Journey

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Tealive Malaysia  
Store Count:

Reached  
200 stores

Reached  
300 stores

Reached  
400 stores

Reached  
500 stores

Reached  
600 stores

Reached  
700 stores

Reached  
950 stores

**Oct 2010:**  
Opened our first  
bubble tea  
franchise outlet in  
Kuala Lumpur  
under a third-party brand

**Feb 2017:**  
Launched  
**Tealive  
Malaysia** with  
161 outlets



**Jul 2018:**  
Launched in  
Melbourne,  
Australia



**May 2019:**  
Launched in  
Manchester,  
United  
Kingdom



**Jul 2019:**  
Launched first  
independent  
bubble tea  
drive-through



**Oct 2019:**  
Launched **Bask  
Bear Coffee** in  
Malaysia



**Apr 2021:**  
Launched in  
**Cambodia**



**Apr 2021:**  
Opened **Tealive  
x Affin Bank**  
integrated  
outlet



**Jul 2022 :**  
Launched in  
**Mauritius**



**Jan 2025**  
Will be  
expanded to  
Middle East,  
Thailand & India



2010

// 2014

// 2017

2018

2019

2020

2021

2022

2023

2025

**Nov 2014:**  
Launched  
**SodaXpress**



**Sep 2017:**  
Launched in  
**Vietnam**



**Jul 2019:**  
Launched in  
**Brunei**



**Aug 2019:**  
Launched in  
Yangon,  
Myanmar



**Sep 2019:**  
Commenced  
collaboration  
with **Petronas**



**Jan 2020:**  
Launched in  
**Philippines**



**Apr 2020:**  
Launched e-  
commerce  
series (bubble  
tea DIY Kit)



**Jun 2021:**  
Strategic  
investor took  
minority stake  
in Loob

**Creador**

**Jul 2021:**  
Invested in  
WonderBrew  
Kombucha



**Nov 2022 :**  
Launched in  
**Canada**



**Aug 2023 :**  
Opened the  
**100<sup>th</sup> Bask  
Bear** outlet



# TEALIVE OVERVIEW

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## BRAND MILESTONES

**"NO.1 BUBBLE TEA BRAND IN MALAYSIA & S.E.A"**

- Frost &amp; Sullivan, Mar 2020

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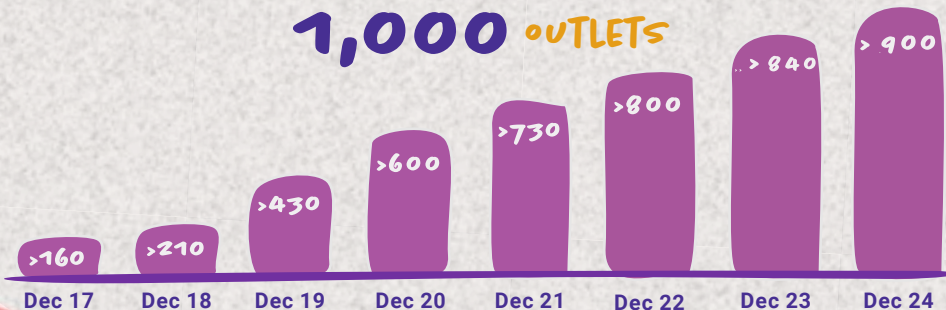
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On track to reach our 2025 global store count target of

**1,000 OUTLETS**

PRESENCE IN

**8**

COUNTRIES

**~4,000**

STAFF COUNT

**>5,000,000**

CUSTOMERS PER MONTH

**>51,000,000**

CUPS SOLD PER ANNUM

# INTERNATIONAL FOOTPRINT

*BORN IN MALAYSIA, RAISED FOR THE WORLD*

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**Malaysia**

Feb 2017



**Canada**

Nov 2022



**Vietnam**

Sep 2017



**UAE**

Coming Soon



**Brunei**

Jul 2019



**Thailand**

Coming Soon



**Myanmar**

Aug 2019



**India**

Coming Soon



**Philippines**

Jan 2020



**Bangladesh**

Coming Soon



**Cambodia**

Apr 2021



**Singapore**

Coming Soon



**Mauritius**

Jul 2022

# PRODUCT OVERVIEW

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## "ALWAYS MORE THAN TEA"

### Diverse Products Offerings

**Over 50 types** of drinks offered on its menu with a variety of topping options

### Robust R&D Capabilities

On average, Tealive launches a new series of drinks **every 6 weeks** to meet customers' needs

### Sweet + Savory = Satisfying

Tealive offers countless food options from **light snacks to specialty meals** to pair your drink with





# PROPRIETARY RAW MATERIAL



## Introducing the Aren Palm Sugar

We proudly source our proprietary sweetener known as the Aren Palm Sugar directly from Borneo East Malaysia. In a global market, "Aren" encapsulates Tealive's unique selling point as a brand originating from the tropics.

- Natural sweetener derived from the *Arenga Pinnata* tree
- Higher viscosity compared to normal sugar
- Has a unique sweet yet savoury taste profile
- Healthier sugar alternative with a low Glycemic index of 35 (table sugar: 68 & honey: 55)

## WELCOME TO THE FLIP LIFE

Our creative expression of the Aren Palm Sugar

- We utilise Aren's thick texture to create the "Flip" – a serving ritual that mixes the drink beautifully
- Flip the drink upside-down to reveal its signature lava effect as the Aren sugar slowly diffuses through the drink
- As a lifestyle, the flip manifesto stands for novelty, excitement and a wave of joyful disruption



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## TEALIVE: THE WORLD'S CUP OF TEA

## Agenda

## Loob Holding Overview

## Tealive Overview

## Tealive's Value Proposition

## Our Sustainability Strategy

## Store Design

By remaining faithful to its Malaysian roots, Tealive has successfully won the hearts of people from all corners of the world, proving its appeal that transcends borders and cultures.

## FAN FAVOURITE

MILK TEA	S	L	MILK TEA <small>Original Caramel</small>	S	L	BANG BANG <small>Bang Bang Milk Tea</small>	S	L	COCO	S	L
Signature Brown Sugar Pearl Milk Tea	8.20	9.20	Black Diamond Aren <sup>®</sup> Caramel Latte	10.20	11.20	Bang Bang Fresh Milk Tea	9.20	10.20	Signature Coco	8.20	9.20
Original Pearl Milk Tea	8.20	9.20	Aren <sup>®</sup> Caramel Pearl Milk Tea	9.90	10.90	Bang Bang Fresh Milk Tea	9.20	10.20	Coco Choc Cookie Smoothie	-	10.50
Classic Roasted Milk Tea with Grass Jelly	8.20	9.20	Hazelnut Milk Tea	8.50	9.50	Bang Bang Chocolate	10.20	11.20	Aren <sup>®</sup> Caramel Coco with Pudding	9.90	10.90



Signature Brown Sugar Pearl Milk Tea



Black Diamond Aren<sup>®</sup> Caramel Latte



Bang Bang Milk Tea



Aren<sup>®</sup> Caramel Coco with Pudding



Classic Roasted Milk Tea with Grass Jelly



Coco Choc Cookie Smoothie



Signature Coco

**HOW DO YOU LIKE IT?**

SUGAR
ICE
NORMAL
WAF
SUGIT
NONE

ICE
NORMAL
WAF
NONE

**Koolha EATS**

**EAT FAVORITE**

**POP CORN CHICKEN**

Original	R9.90
Cheesy	R9.90
Korean Spicy	R9.90
Cheesy Korean Spicy	R9.90

**CHICKEN ROLL**

Original	R9.90
Cheesy	R9.90
Korean Spicy	R9.90

**DONUT BALL**

Baked Twinkles & Choco Cookie Crumbles	5.90
Chia Lassi & Choco Cookie Crumble	5.90

**10:30 AM**

**Download Now**

**QR Code**

**Instagram**

**TikTok**

**Facebook**

**Twitter**

**YouTube**

**WhatsApp**

**Telegram**

**Snapchat**

**Line**

**Zalo**

**Viber**

**Signal**

**Skype**

**Messenger**

**Webchat**

**Other**

**Cartoon Character**

<small>WASH WITH</small> REAL FRUIT				<b>FAN FAVOURITE</b>					
<b>JUICE &amp; FRUIT TEA</b>	<small>S L</small>	<b>FRUIT SMOOTHIE</b>	<small>L</small>	<b>COFFEE</b>	<small>COLD CUP</small>	<b>NISHIO FINE MATCHA</b>	<small>S L</small>		
Mango Fruit Juice with Mango Bits	6.90 7.90	Strawberry Pudding Smoothie	10.20	Café Latte	9.90	Nishio Fine Matcha Latte	10.90 11.90		
Sparkling Mango Tea with 30 Jolly	7.90 8.90	Cream Cloud Mango Passionfruit Smoothie	10.90	Signature Coffee	9.90	Bang Bang Nishio Fine Matcha with Brown Sugar Warm Pearls	10.90 12.90		
Sparkling Honey Lemon with Aloe Vera	8.50 9.50	Cream Cloud Grape Velvet Smoothie	10.90	Caramel Macchiato	12.90				
				<small>Signature</small>		<small>Nishio Fine Matcha</small>			
				<small>Mango Bits</small>		<small>Caramel Macchiato</small>			
				<small>Cream Cloud</small>		<small>Matcha Latte</small>			
				<small>Passionfruit</small>		<small>Latte</small>			
				<small>Grape Velvet</small>		<small>Smoothie</small>			
				<small>Smoothie</small>		<small>Warm Pearls</small>			
						<small>Brown Sugar</small>			
						<small>Warm Pearls</small>			

Bang Bang Nishio Fine Matcha with Brown Sugar Warm Pearls

**TEHHHHHPALING RAYA**  
**THAI TEA**

**tealive**  
 beramannya  
 dalam teanya

**Thai Milk Tea  
 with Cream Cloud**  
**Q9.90**  
**Q11.90**

**Thai Milk Tea  
 with Pearls**  
**Q7.90**  
**Q9.90**

Tealive and its logo are trademarks. Images are for illustrative purposes only.

## Tealive's Malaysia Menu

## TEALIVE'S HALAL COMMITMENT

We use only ingredients that are certified Halal by Jabatan Kemajuan Islam Malaysia (JAKIM) and other internationally recognized halal-certification authorities.

### Agenda

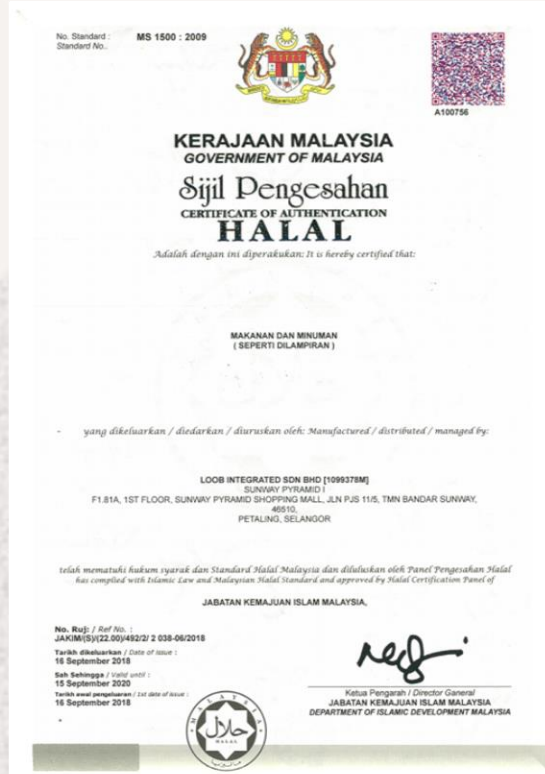
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# TEALIVE VALUE PROPOSITION



# FLEXIBLE OUTLET FORMAT AND MODULAR CONSTRUCTION

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## Modular format design for new outlets rollout

Mass roll-out programme using pre-fabricated modular structures with in-house team of interior designers and project managers to ensure consistency in designs



Shoplot

Outlet size range:  
224 – 3,000 sqft



Mall Shops / Kiosk

Outlet size range:  
77 – 1,796 sqft



Petrol Station

Outlet size range:  
83 – 1,076 sqft



Drive-Thru

Outlet size range:  
223 – 1,320 sqft



Trucks



Strategic Integration

i.e. Banks Hospital, Airport, University, etc.

## Strong Relationship with Cross-Industry Partners

### Oil & Gas



### Banks

AFFINBANK



### Mall Conglomerate



### Other Strategic Partnerships





# TEALIVE x PETROL STATIONS

## Because Every Drive Deserves a Great Drink

The collaboration between Loob and Oil & Gas Companies traces its roots back to over 10 years ago. Today, Loob has more than 200 Tealive outlets thriving in various formats across major Petrol Stations in Malaysia.

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### Modular Format to Launch in all Petrol Station Asset Types

#### Lube Bay Stores



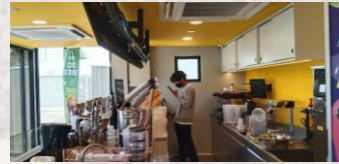
#### Clipped-In Stores



#### Drive-Through Stores



#### Standalone Container



# ROBUST OPERATIONAL SYSTEMS AND PROCESSES WITH STRONG FOCUS ON TECHNOLOGY

## Agenda

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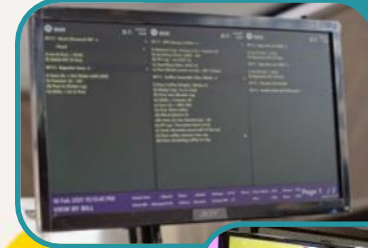
Our Sustainability Strategy

Store Design

1

## Kitchen Display System

Kitchen display system that shows our “Tearistas” the exact ingredients and methodology to prepare every beverage on the menu, thus improving service efficiency and consistency



2

## Centrally-managed digital signage

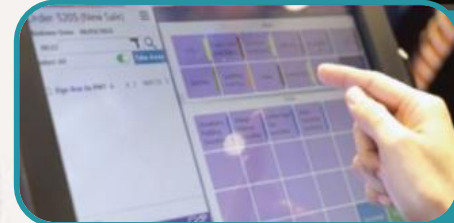
Removes the need to manually change across all digital signage, enabling dynamic message management and trouble-free brand compliance



3

## Cloud based Point-of-Sales System

Allows for direct and real-time performance tracking across outlets



# ROBUST OPERATIONAL SYSTEMS AND PROCESSES WITH STRONG FOCUS ON TECHNOLOGY

## Agenda

Loob Holding Overview

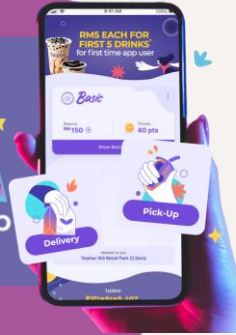
Tealive Overview

Tealive's Value Proposition

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Meet Your  
**NEW  
BESTEA**  
The Tealive App



4

## The Tealive Loyalty App

Enhances customer's overall purchase experience through multi-channel ordering and personalized promotions



5

## Semi and Fully Automatic Equipment

Our proprietary machines allow different types of beverages to be brewed at pre-fixed settings. This enables large volumes of made-to-order beverages to be delivered consistently across all outlets



# AUTOMATED TEA DISPENSER

## Agenda

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# ENHANCED DIRECT TO CONSUMER APP GAINED MAJOR SUCCESS

## Agenda

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## Enhanced App Functionalities

App-Exclusive Privileges & Deals



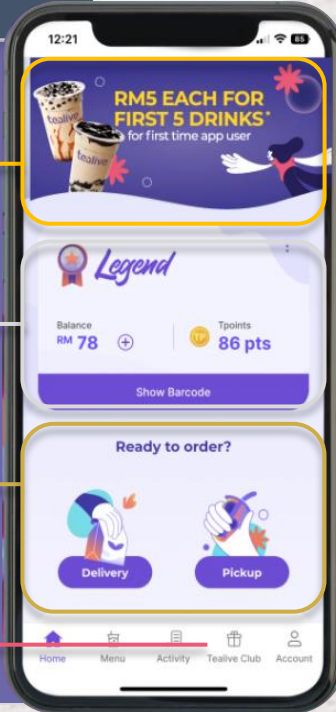
Loyalty Rewards



Advance Delivery or Pickup Orders



In App Purchases



## Key App Stats

**3.0mil**

Number of Total Downloads  
Up to 2024

**600k**

Monthly Active Users

**RM 4.2mil**

Average Monthly App Sales

**LET'S BE  
BESTEAS**

# INNOVATIVE BRANDING AND MARKETING

## Agenda

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## Awards and Accolades



### Marketing-Interactive's Markies Awards 2021

- Gold – Most Creative – Out-of-Home for Tealive Coffee Breakthrough
- Gold – Most Effective Use – Out-of-Home for Tealive Coffee Breakthrough



### Marketing Magazine's Marketing Excellence Awards 2020

- Gold – Excellence in Out-of-Home Advertising for Coffee by Tealive
- Silver – Excellence in Pivot Marketing for My Bubble Tea Kit



### Asia eCommerce Awards 2020

- Best in eCommerce (Brands) – Food & Beverage
- Gold – awarded for My Bubble Tea Kit Campaign



### QSR Media Asia Awards 2020

- Best Marketing Campaign



### A+M Magazine's Marketing Excellence Awards 2019

- Bronze – Excellence in Event Marketing
- Bronze – Excellence in Experiential Marketing



### Dragons of Asia & Malaysia 2019

- Silver – Best Event or Experiential Marketing Campaigns

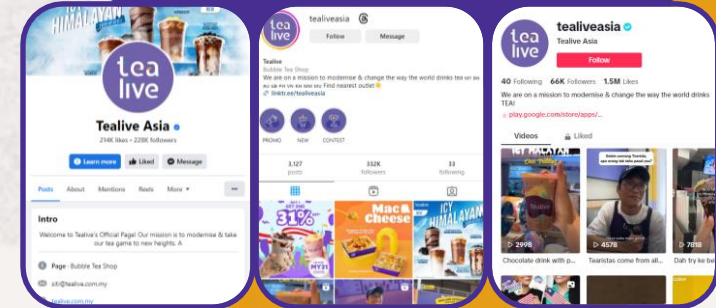


### A+M Magazine's Marketing Excellence Awards 2017

- Gold – Excellence in Marketing Innovation
- Silver – Excellence in Brand Strategy
- Silver – Excellence in Marketing Communications/PR
- Silver – Excellence in Content Marketing/Native Advertising/Branded Content

## Our Social Media Presence

Tealive has > 600,000 followers combined on Facebook, Instagram & Tik Tok!



# INNOVATIVE BRANDING AND MARKETING

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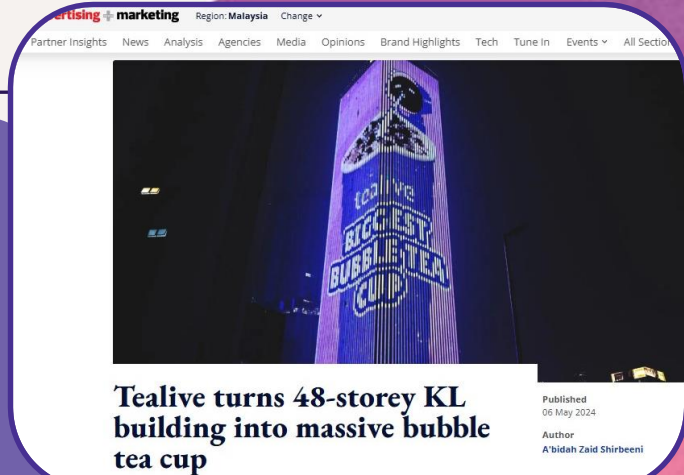
## 'Coffee by Tealive' campaign wins gold at Marketing Excellence Awards

Acknowledging that peak hour traffic is always dreadful for drivers, Tealive decided to spread cheer among Malaysian drivers through its "Traffic Breakthrough" campaign.

On a Friday morning in Jan 2020, Tealive surprised hundreds of drivers along Jalan Bukit Bintang with free cups of freshly-brewed coffee.

The Traffic Breakthrough campaign generated 15 million mentions across various platforms. Within three months, Coffee by Tealive saw a 29% increase in sales. All of these were achieved on a limited media budget.

The campaign was judged as the gold winner in the Excellence in Out-of-Home Advertising category at the Marketing Excellence Awards organised by Marketing-Interactive.



#MarketingExcellenceAwards MY 2020 highlight: How Tealive broke out of bubble tea mould with OOH coffee activation

STAFF WRITER / 25 MARCH 2021





# TRUSTED BRAND THAT FOSTERS CREATIVE COLLABORATION

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As the leading bubble tea brand in Malaysia, it calls for collaborations between other big brands in the market ranging from across industries including F&B, Retail, FMCG, and Gaming.

This shows that Tealive is not just a bubble tea brand itself, it is also a lifestyle.

Tealive will continue to expand our consumer presence through new collaborations with more brands in the region and overseas.



# PAST COLLABORATIONS

Company & Brand Overview

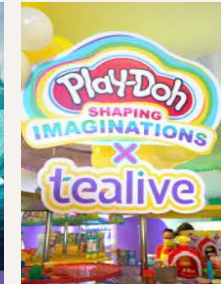
Loob Holding Overview

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Tealive Value Proposition

Marketing Pillars

Creative Collaboration Projects



## OWNING OF UPSTREAM PRODUCTION PROCESS

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### Loob's Tapioca Pearl Manufacturing Plant

Loob takes pride in owning and running its own production of tapioca pearls. The vertical integration ensures a consistent and premium supply of pearls – one of the anchoring ingredient in bubble tea – is always available to all Tealive outlets.





# SUSTAINABILITY & ESG STRATEGY

Focuses on 3 Key Pillars: Environmental, Social & Community, and People

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### Nurture Our Business

#### Customer as King

1. Omni-channel experience
2. Customer-driven KPIs
3. Improved retail experience
4. Deliver well through partner

#### Trusted Brand & Product

1. Accelerated innovation
2. Purpose-led brand building
3. Product safety

#### A+ Business Standards & Governance

1. Supplier quality management
2. Board governance
3. Risk management
4. Digitize / automate internal processes



### Nurture Our People

#### Thriving & Inspired Loobies

1. Keeping Loobies safe & healthy
2. Maintaining human & labor rights
3. Attracting & retaining talents
4. Ensuring good welfare & care
5. Diversity, equality and inclusivity

#### Guardian of the Society

##### Community outreach

*Photo: Bask Bear Coffee was involved in the rehabilitation and return of a captive Bornean sun bear cub to the jungle*



### Nurture Our Planet

#### Incorporating Nature Into Business DNA

1. Energy and climate change
2. Water stewardship
3. Waste management
4. Food waste

#### Sustainability-Driven Decision, Ethical Supply Chain



##### Packaging

*Photo: Loob is en-route to achieving zero-plastic packaging across all brands*

# STORE DESIGN

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# THE NEW AGE TEALIVE

EDGY.

FUTURISTIC.

DIGITAL FIRST.

TRANSPORTATIVE.

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At Tealive, we strive to create a **fictional space** that transports you into the realm of your imagination.

Our futuristic stores offers a chance to step beyond the four walls and into an **alternate universe** altogether.





## Tealive Plus<sup>+</sup> Malaysia - launched Apr 2022

- Tealive's latest premium concept store upgraded with a hot kitchen.
- Serves an exclusive range of specially-crafted beverages, artisanal snacks, and comprehensive hot-food menu.
- First debuted on 27<sup>th</sup> April 22 in Pavilion Kuala Lumpur, Malaysia.







## Tealive Philippines, launched Feb 2022





## Tealive Canada, launched Nov 2022







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