



LAKAFFA
INTERNATIONAL

**YOUR WINNING
PARTNER**



 **Chatime**

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About LAKAFFA



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



63 / 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 CO₂e) / 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



Chatime
shaking tea up
SAMMOS Corporation of the Philippines
awards the
Plaque of Appreciation
to
LA KAFFA INTERNATIONAL
for having chosen Manila as its venue for its
ANNUAL CONFERENCE
and to
MR. HENRY WANG
Founder and CEO
LA KAFFA INTERNATIONAL
for having shown pioneering vision and global
entrepreneurial leadership in creating success
by franchising the Chatime brand around the four
corners of the world, and in providing emerging
economies like the Philippines an opportunity
to benefit from their technology transfer and
international marketing strategy.
Given this 30th day of September 2018, at
Solaire Casino and Resort, Manila, Philippines.

INTERNATIONAL BRAND
CATEGORY
GUY HONG JIA KAFFA
INTERNATIONAL

MASTER ENTREPRENEUR
CATEGORY
FOOD & BEVERAGE INDUSTRY
HENRY WANG
LA KAFFA INTERNATIONAL

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

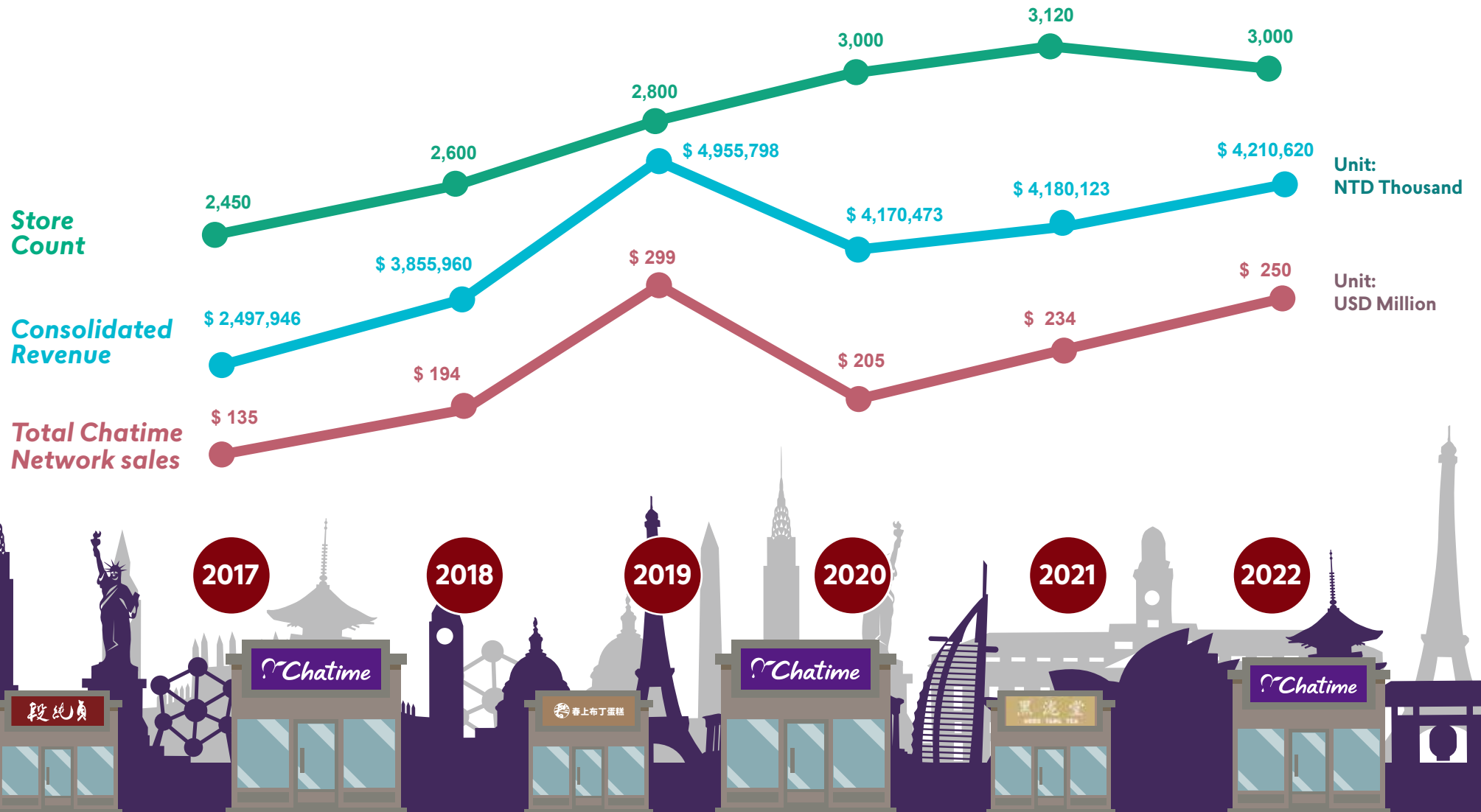
Chatime launched in Egypt, Nepal, Iraq, Democratic Republic of the Congo, Switzerland, South Korea, Lithuania, Saudi Arabia, Ghana, Turkey and Ivory Coast.



Investors' Top Pick



- + 3,000+ stores across all LAKAFFA brands in 63 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**

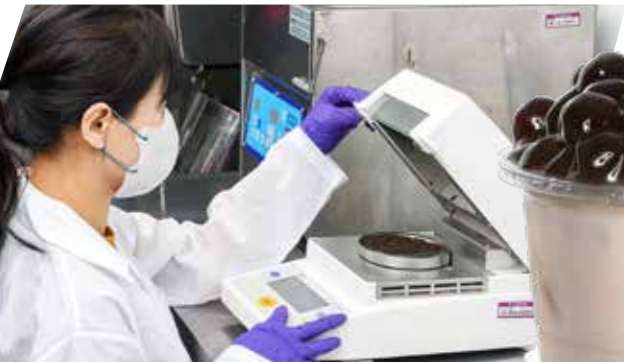
Product Innovation

**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



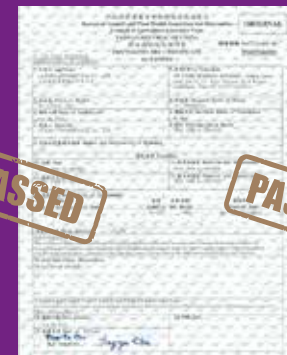
Halal



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

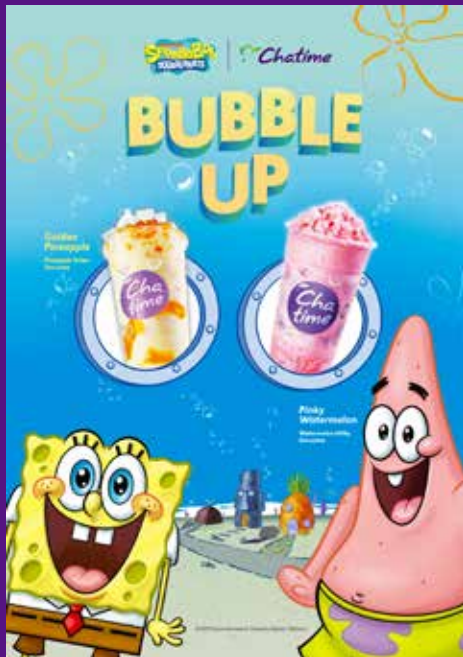


Global IP Collaboration

+ 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

Green Initiatives

Eco-friendly materials



PLA-Paper Straw
PLA-Paper Cup



ESG

Chatime CommuniTEA

Corporate Social Responsibility



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.



**Drink of choice
for the First Family**



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



FAMILY BRANDS



 *Chatime*

shaking tea up



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

GLOBALIZATION

Operating across 63 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.





春上布丁蛋糕

Extraordinary texture beneath
an ordinary exterior



Resembling its namesake, "pudding cake" was served as a dessert at wedding receptions in 1940s and 50s Taiwan.



烘焙密碼

BAKE CODE

Proudly baked with passion



Purely delicious baked goods, crafted with premium flour and pristine water for a healthy indulgence.

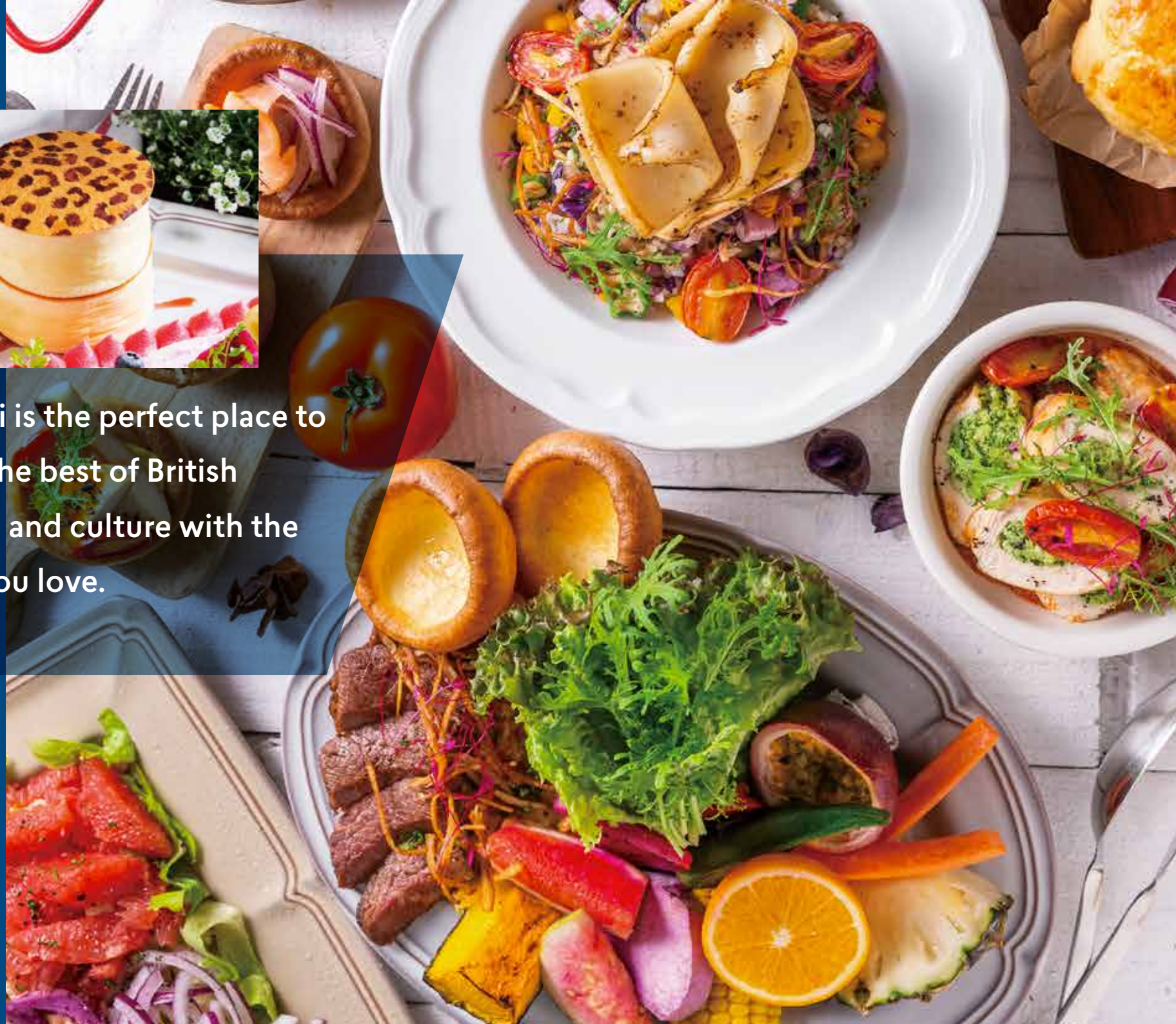




British culinary delights at its very best



Engolili is the perfect place to savor the best of British cuisine and culture with the ones you love.





美利河

MerryPho 美式越南料理



Experience rich flavors and traditions where we offer a multicultural culinary journey perfected over half a century.





銀座杏子日式豬排



Crafted with professionalism and meticulous attention to detail. Inspired to bring happiness to your taste buds, fueled by the desire to pamper your heart and soul with every dish.



段純貞
Duan Chun Zhen

Authentic texture and mild flavors



A taste of happiness and
nostalgia dating back to 1945



京都勝牛

牛カツ専門店

WORLD'S NO.1 GYUKATSU SPECIALITY SHOP



GYUKATSU is a uniquely Japanese dish of deep-fried beef cutlet, providing a distinctive flavor and culinary experience from any dish you've had before.





大阪王将
O S A K A O H S H O

Heritage of a century — Exquisite exotic flavors




The first store opened in Kyobashi, Osaka, during the 44th year of the Showa Period. Dishes are diligently prepared using age-old culinary techniques.



KYOCHON 1991

橋村炸雞

NO.1 KOREAN FRIED CHICKEN BRAND




Founded in 1991, Kyochon is one of the best cuisines to try in Korea.

The legendary Korean fried chicken brand enters Taiwan in 2023.



杏美小食堂

Japanese Home Cooking
Combo Menu Specialty



The concept of combo menu from Japan- "three dishes and a soup". Each combo menu contains six essential nutrients. From farm to table, it is the tasty and delicate Japanese combo menu varied by seasons.



Taiwan Brand, Global Value!

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