MAKE YOUR NEXT MOVE

YOUR FUTURE STARTS *with* Chatime

Chatime

Anytime is a good time to drink tea. Tea drinking is no longer a habit but a lifestyle that defines one's attitude, mood and personality.
Since 2005, Chatime has been serving millions of customers with their favorite cup of tea, making it part of every occasion, celebration or simply a busy day at work.

shaking tea up

Global Headquarters

La Kaffa Family

Lakaffa International Co., Ltd. dedicates to operating and advocating for the food and beverage service industry. Through professional multi-brand systematic strategic blueprint and innovation, it has successfully operated more than 12 F&B brands.

Diversified by numerous types of F&B businesses, including hand-shaken tea, bakery, English light food, traditional snacks, Japanese pork chops, beef noodles, fried steaks, Japanese dumplings, and more.

Store locations have spread across six continents in more than 50 countries. Become one of the most widely spread international F&B groups, it is indeed a model in the field of chained F&B business.

烘焙密碼 BAKE CODE

春上布丁蛋糕

英格莉莉 Engolili cafe

美利河 MeiLiHo

Chatime 日出茶太

銀座杏子日式豬排

京都勝牛

大阪王将

段純貞

Milestone

2004
Lakaffa International was founded.

2005
First Chatime opened in Taiwan.

2006
Was awarded Good Supply Practice by Ministry of Economic Affairs.

2007
Over 100 Stores.

2009-2011
Chatime expanded its international business to Southeast Asia market, Northern America and Australia.

2012-2013
First Chatime opening in Dubai, UK, and Japan successfully expanding the brand across four continents.

2014
Chatime was awarded "Brand of the Year" at the World Branding Awards.

2015
Chatime's Parent company Lakaffa went IPO (TW2732).

2017
First Chatime opening in Colombia and Maldives, successfully expanding the brand across five continents.

2018-2019
Winner of International Innovation Awards, both in Product and Service Solitions categories.
Indonesia has opened more than 300 stores.
Australia celebrated the 10th anniversary.

2020-2021
Chatime opened the 1st iChatime store, brought AI technology into tea industry.
Expand to Sweden, Finland, Netherlands, and Paula.
Indonesia reached 400 stores.
La Kaffa International Co Ltd. awarded a master franchise agreement with Palau's Surangel & Sons Co on 30th March 2021 .

over **2,500** stores

International Presence

WHERE THERE IS A

SUNRISE *there is* CHATIME

ASIA

NORTH AMERICA

SOUTH AMERICA

EUROPE

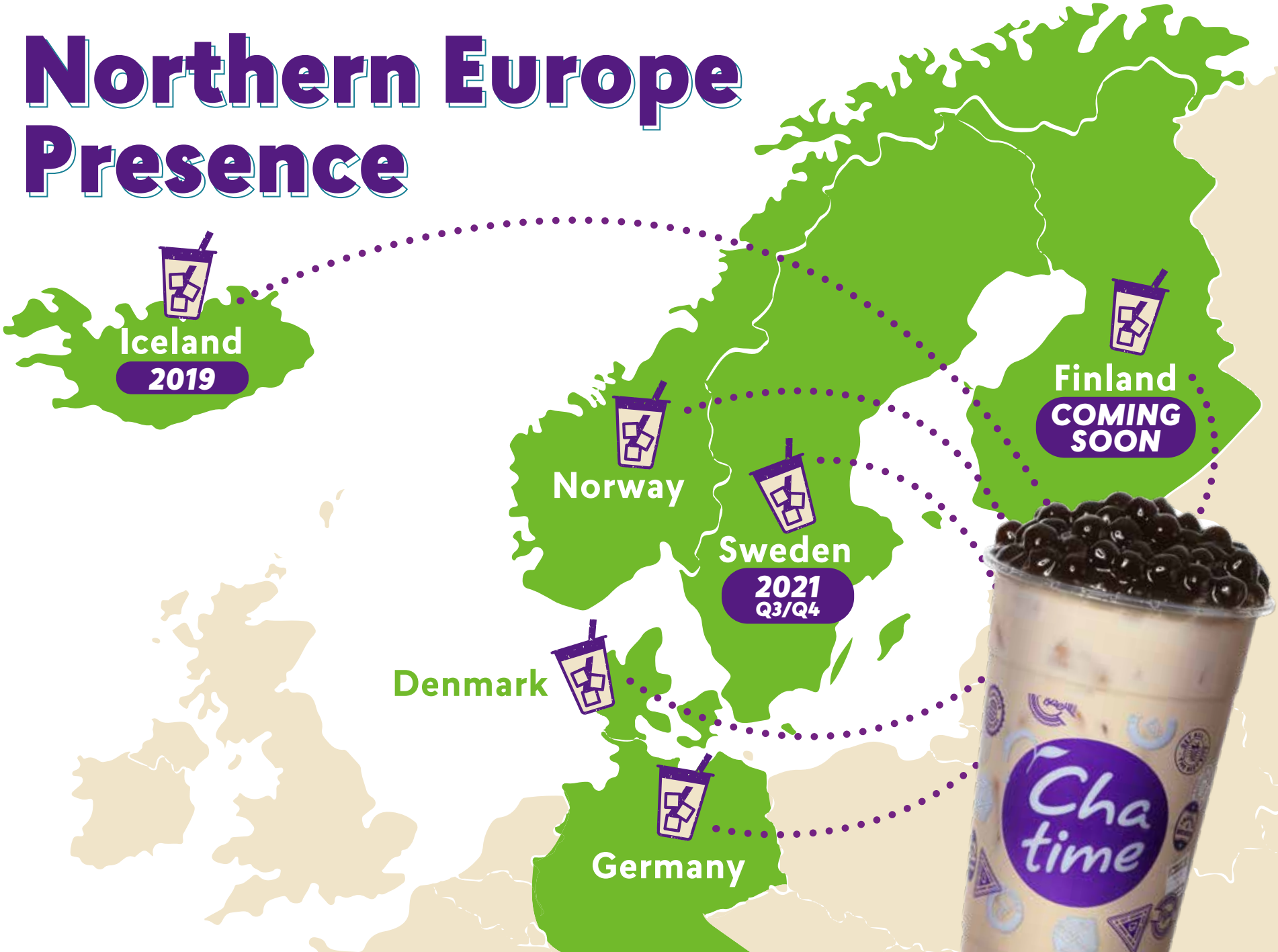
AFRICA

OCEANIA

over 52 countries / regions

across 6 continents

Northern Europe Presence



Philippines

Celebration of the 100th store opening, attended by the First Lady of Philippines.

Chatime is the choice of the First Family.

Canada

Australia

Sydney Airport

Germany

Germany

Düsseldorf

Cologne

Dresden

Czech Republic

Netherlands

UK

Palau

President family's first choice

Chatime Grand Opening in Palau.
Why Chatime? We want something
to compete with Starbucks
– by Whipps,
father of Palau President

Japan

Chatime

rinomaru_
2,111 仮譲
rinomaru_ 秋葉原に続々とタピオカできてるの嬉しいー！いままで一軒もなかったんだよ 😭 😭 まあ あんまり秋葉原行かないけど笑
ほうじ茶ミルクティー ホット50℃ 甘さ50 パールトッピング
この髪型なんかねじりながらくるりんぱしてなんやかんやして2つで結んだらこんな感じになった・笑 少し伸びてきたからちょっとずつ髪の毛アレンジできるようになってきたーうれしー

11,746 likes
chatimeindo Asikkkk Chatime didatengin selebgram OPPA Korea!
Ada yang pilihan minumannya sama kaya OPPA Vincent kalau ke Chatime?

Chatime

USA

France

Maldives

North Star

Changing the way the world drinks tea

Providing millions of customers around the world with wide selections of real tea leaves blended into refreshing, delicious, and indulgent tea beverages.
Creating fun and trendy tea-drinking experience developed by our experienced team.

Brand Values

Fresh

quality

Pursuing excellent products and services

new

innovative

Cutting-edge product innovation / Competitive marketing strategy / Hot topics / Trends

FLAVOUR ADVENTURE

fun

Comprehensive multi-media marketing campaign efficiently maximizes market share.

Investor's Top Pick

+ 2,500+ stores across 50 countries / regions
+ 14 consecutive year of 15 years over-all sales growth
+ Winner of multiple international awards
+ High growth, asset-light model
+ Best in class franchise financial returns

Fastest ROI store:
6~12 months
(Japan market)

Best-In-Class Franchise Support

Chatime Team

product

store development

operations

supply chain

training

marketing

Global Consumer

MILLENNIALS / FAMILIES

+ Sophisticated, young customers
+ 15-35 year old
+ 45% male vs 55 % females
+ A higher than average disposable income
+ Overwhelmingly urban
+ Flavor Orchestrators

LOYALTY CONSUMER

+ Over 1.3 million FB fans globally
+ 197% up FB likes each month
+ 34% IG followers growth monthly
+ High usage rate- frequency averaged 2.07+ on loyalty program
+ 92.3% positive feedback on social media

FB likes **197%** UP

IG followers **34%**

FB fans **1.3** million

Global Marketing

Consistent Global Marketing

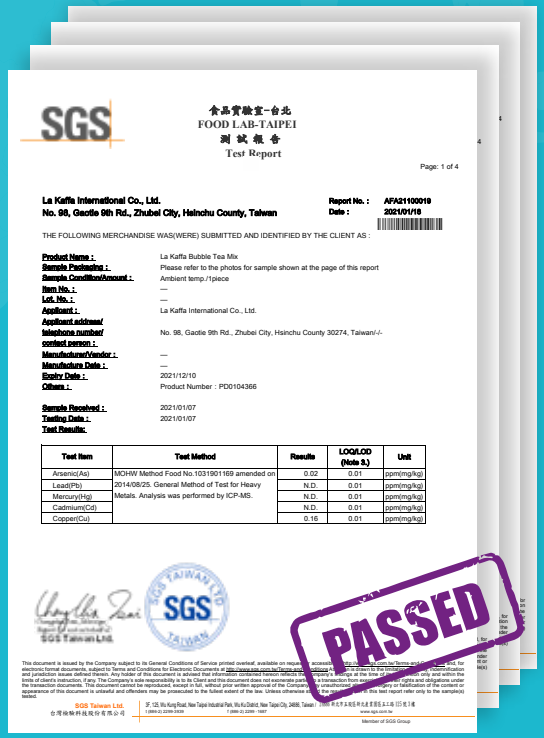
- Our official websites are created and maintained periodically to enforce brand consistency in every market around the world.
- Quarterly New Product Promotion: A collaboration from our marketing and research and development teams to deliver innovative, relevant and creative new product promotion to build sales and profits.
- Promotional materials and creatives: More than a beautiful design that is pleasing to the eyes, our marketing materials are created to communicate the right message to our customers keeping a strong connection with them. Making each piece deliver a cohesive brand messaging that is relatable.

Global IP Collaboration

Chatime X BT21

Food Safety Comes First

SGS Certification



SGS

食品實驗室-台北
FOOD LAB-TAIPEI
測 試 報 告
Test Report

Page: 1 of 4

La Kaffa International Co., Ltd.
No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County, Taiwan

Report No. : AFA21100019
Date : 2021/01/19

THE FOLLOWING MERCHANDISE WAS(WERE) SUBMITTED AND IDENTIFIED BY THE CLIENT AS :

Product Name :	La Kaffa Bubble Tea Mix
Sample Packaging :	Please refer to the photos for sample shown at the page of this report
Sample Condition/Amount :	Ambient temp./1piece
Item No. :	—
Lot. No. :	—
Applicant :	La Kaffa International Co., Ltd.
Applicant address/ telephone number/ contact person :	No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County 30274, Taiwan/-/-
Manufacturer/Vendor :	—
Manufacture Date :	—
Expiry Date :	2021/12/10
Others :	Product Number : PD0104366
Sample Received :	2021/01/07
Testing Date :	2021/01/07
Test Results:	

Test Item	Test Method	Results	LOQ/LOD (Note 3.)	Unit
Arsenic(As)	MOHW Method Food No.103190169 amended on 2014/08/25. General Method of Test for Heavy Metals. Analysis was performed by ICP-MS.	0.02	0.01	ppm(mg/kg)
Lead(Pb)		N.D.	0.01	ppm(mg/kg)
Mercury(Hg)		N.D.	0.01	ppm(mg/kg)
Cadmium(Cd)		N.D.	0.01	ppm(mg/kg)
Copper(Cu)		0.16	0.01	ppm(mg/kg)

PASSED

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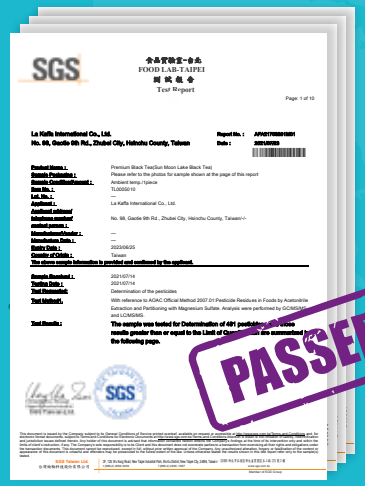
SGS Taiwan Ltd.
台灣檢驗科技股份有限公司

3F, 125, Wu Kung Road, New Taipei Industrial Park, Wu Ku District, New Taipei City, 24899, Taiwan / 新北市五股區新北產業園區五工路 125 號 3 樓

t (886-2) 2299-3939 f (886-2) 2299 - 1687 www.sgs.com.tw

Member of SGS Group

Bubble Tea Mix



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食品實驗室-台北
FOOD LAB-TAIPEI
測 試 報 告
Test Report

Page: 1 of 10

La Kaffa International Co., Ltd.
No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County, Taiwan

Report No. : AFA21010001
Date : 2021/01/05

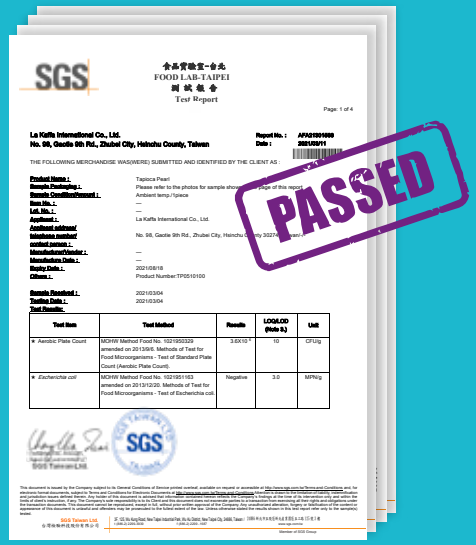
Product Name :	Premium Black Tea(Sun Moon Lake Black Tea)
Sample Packaging :	Please refer to the photos for sample shown at the page of this report
Sample Condition/Amount :	Ambient temp./1piece
Item No. :	TL000010
Lot. No. :	—
Applicant :	La Kaffa International Co., Ltd.
Applicant address/ telephone number/ contact person :	No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County, Taiwan/-/-
Manufacturer/Vendor :	—
Manufacture Date :	—
Expiry Date :	2023/05/05
Country of Origin :	Taiwan

The above sample information is provided and confirmed by the applicant.

Sample Received :	2021/07/14
Testing Date :	2021/07/14
Test Requested:	Determination of the pesticides
Test Method:	With reference to AOAC Official Method 2007.01 Pesticide Residues in Foods by Acetonitrile Extraction and Partitioning with Magnesium Sulfate. Analysis were performed by GC/MS/MS and LC/MS/MS.
Test Results :	The sample was tested for Determination of 491 pesticides. Those results greater than or equal to the Limit of Quantitation are summarized in the following page.

PASSED

Premium Black Tea



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食品實驗室-台北
FOOD LAB-TAIPEI
測 試 報 告
Test Report

Page: 1 of 4

La Kaffa International Co., Ltd.
No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County, Taiwan

Report No. : AFA21010009
Date : 2021/01/11

THE FOLLOWING MERCHANDISE WAS(WERE) SUBMITTED AND IDENTIFIED BY THE CLIENT AS :

Product Name :	Tapioca Pearl
Sample Packaging :	Please refer to the photos for sample shown at the page of this report
Sample Condition/Amount :	Ambient temp./1piece
Item No. :	—
Lot. No. :	—
Applicant :	La Kaffa International Co., Ltd.
Applicant address/ telephone number/ contact person :	No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County 30274, Taiwan/-/-
Manufacturer/Vendor :	—
Manufacture Date :	—
Expiry Date :	2021/08/18
Others :	Product Number:TP05101000
Sample Received :	2021/03/04
Testing Date :	2021/03/04
Test Results:	

Test Item	Test Method	Results	LOQ/LOD (Note 3.)	Unit
* Aerobic Plate Count	MOHW Method Food No. 1021003329 amended on 2013/9/6. Methods of Test for Food Microorganisms - Test of Standard Plate Count (Aerobic Plate Count)	$3.6X10^{7}$	10	CFU/g
* Escherichia coli	MOHW Method Food No. 1021951163 amended on 2013/12/20. Methods of Test for Food Microorganisms - Test of Escherichia coli	Negative	3.0	MPN/g

PASSED

Tapioca Pearl

Eco-friendly Actions

Biodegradable Packaging

3 pcs of Minima GP300 straws (milky white), -> completely disintegrate after 3 days .

2 pcs of paper cups 12 oz -> completely decompose after 3 days

2 pcs of hot cup lids (MIP55 CPLA) -> completely decomposed after 4 days, but fragments were found

The composting machine is a food waste fermentation machine GJ-100-L1 (drain on the left) manufactured by SINKPIA. Condition : 28 Celsius degrees.

Our Tea Farm & Tea Production

what we are Known For

A Leading International F&B Brand Platform

- One of the largest international bubble milk tea chain
- First franchise tea brand officially IPO
- Work with top international companies to expand business and market
- Win the most international awards globally

Premium Tourist Site

Island Resorts

- Lakaffa works with international Chatime partners to expand its global presence in various popular tourist destinations around the world.
- We're shaking tea up in Bali, Boracay, Cebu, Langkawi, Surabaya, Hainan Island, Guam, Maldives, and Fiji.
- By serving travelers from around the world, Chatime has successfully enhanced its brand awareness and market reach.

Contemporary Store Design

Store Design

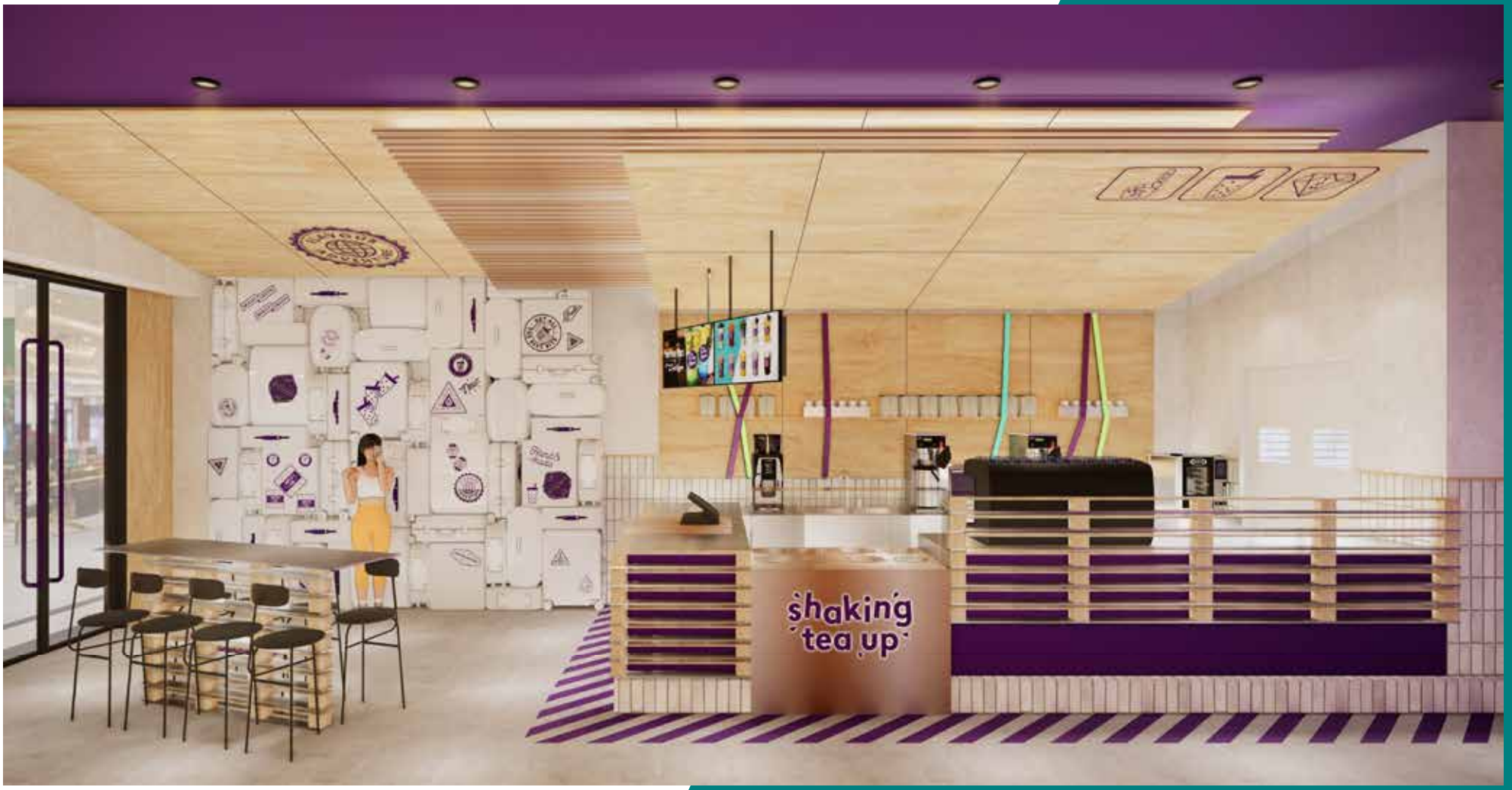
In-line store

Storefront

Store Design

In-line store

Interior



Store Design

Island Store

Counter

Innovations
Chatime Automatic Tea Machine

Automatic

Consistent Standard

Training Required

1 Day

Fast

20~30 Sec/Cup

Easy Process

Ice → ATM

Minimum Manpower

3 people
(Rush Hour)

Kiosk

Our Best Sellers

Brown Sugar Latte with Pearl

Taichi Supreme Milk Tea

Thai Milk Tea

Mango Smoothie

Milky Taro Delight

Tieguanyin Tea Mousse

Mango QQ

Milky Chocolate Delight

Galaxy Lemon Drink with Jelly

Matcha Tea Latte

Chatime

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