

MAKE YOUR NEXT MOVE
YOUR FUTURE STARTS

with

 **Chatime**





Anytime is a good time to have a nice cup of 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





Changing the way the world drinks tea

Providing millions of customers around the world with wide selections of freshly brewed tea.

Creating fun and trendy customer experience developed by our experienced team.





Brand Values



quality

Pursuing excellent products and services



innovative

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



fun

Comprehensive multi-media marketing campaign efficiently maximizes market share.

quality

new

innovative

fun

Comprehensive multi-media
marketing campaign
efficiently maximizes
market share.

Milestone



2005

First Chatime opened in Taiwan.

2004

La Kaffa International was founded.

2006

Was awarded Good Supply Practice by Ministry of Economic Affairs.

2007

Over 100 Stores.

2009-2011

Chatime expanded its international business to Indonesia, Philippines, Canada, Malaysia and Australia.

2012-2013

Opening In Dubai, UK, and Japan.
Footprint across 4 continents.



2015

Chatime's Parent company La Kaffa went IPO (TW2732).

2014

Chatime was awarded a World Branding Award.

2018-2019

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

2017

Opening in Colombia and Maldives, across 5 continents.

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.

over
3,000
stores

across all
La Kaffa brands.

International Presence

A stylized world map with regions colored in various shades. Purple location pins are placed in the U.S.A., Canada, United Kingdom, France, Germany, Sweden, Finland, TAIWAN, Philippines, Indonesia, and Australia. The map also shows South America in teal, Africa in orange, and Asia in light purple. The text 'International Presence' is written in a large, bold, blue font at the top left.

ASIA

NORTH AMERICA

SOUTH AMERICA

EUROPE

AFRICA

OCEANIA

over 50

over 53 countries / regions
across 6 continents

New Market In Northern Europe





Key Market

Indonesia

“
400th store
opening
celebration
”



“
Largest bubble
tea brand in
Indonesia
to date
”



Indonesia

“
Won the
Shopee
Super Awards
2021
”



SELAMAT KEPADA PEMENANG

DESIGN
competition

CELEBRATE 10 YEARS OF
GOOD TIME

PEMENANG 1:

@NDFLS.MOOD

PEMENANG 2:

@DREAMSLAM

PEMENANG FAVORIT:

“
Celebrated 10
years in the market
with a range
of activities
”

10
YEARS
of GOOD TIME

All products
are Halal
Certified
”



Malaysia



The first overseas market to launch container store concept



520 likes

liyanajasmay What I really miss right @chatime.m
Chee Kang @chatime.malaysia Its okay only 3
more weeks, then I can drink you again!



4 likes

hanna.eleena My first Chatime 2022!
2021 has taught me a lot, I have learnt to not be so rigid with plans. We plan but sometimes it doesn't go our way, so don't be so disappointed. I have learnt to take it easy.

For this year, I still plan but when it won't go as my plan, I'll be more relax and have Plan B! Like sipping on my fav drink grass jelly roasted milk tea from @chatime.malaysia!



Malaysia



**All products
are Halal
Certified**



”



Philippines

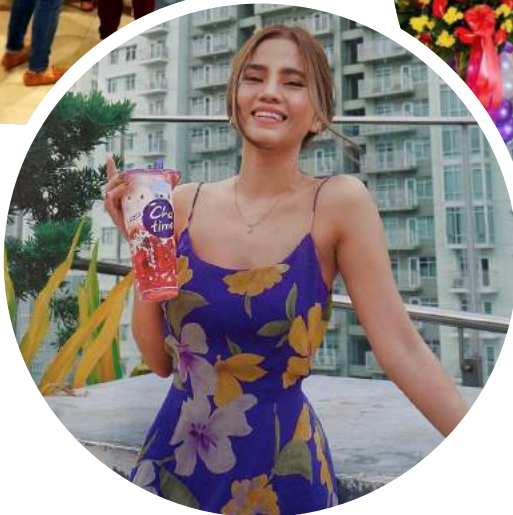


Celebration of the
100th store opening,
attended by the First
Lady of Philippines.

Chatime is the choice of
the First Family.



Philippines



Canada

Chatime



CHATIME
EVERYTIME

“
**Won the
Best Bubble Tea
2021 on Now
Toronto**
”

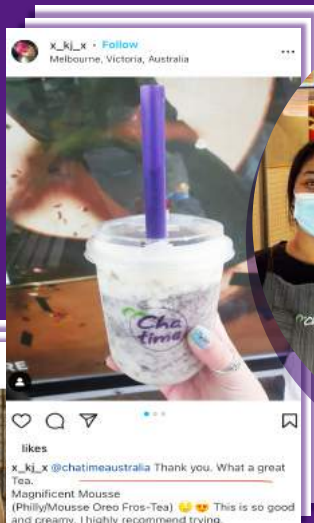


Canada



Australia

Chatime



Chatime Group
Best Loyalty Program

Winners of the
Best Loyalty Program
on QSR Media
Sandhurst Awards

”



Australia



**Celebrated
10 years
in the market**



**140th store opening
making Chatime one of
the largest bubble tea
brands in Australia**



**The first market launched Chatime Packaged Goods
in more than 1000 supermarkets in Australia**



Germany



Czech Republic



Netherlands



“Lovers of Chatime
proposal with
bubble tea”



United Kingdom



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

”



Chatime

Chatime



Japan



USA



France



Maldives

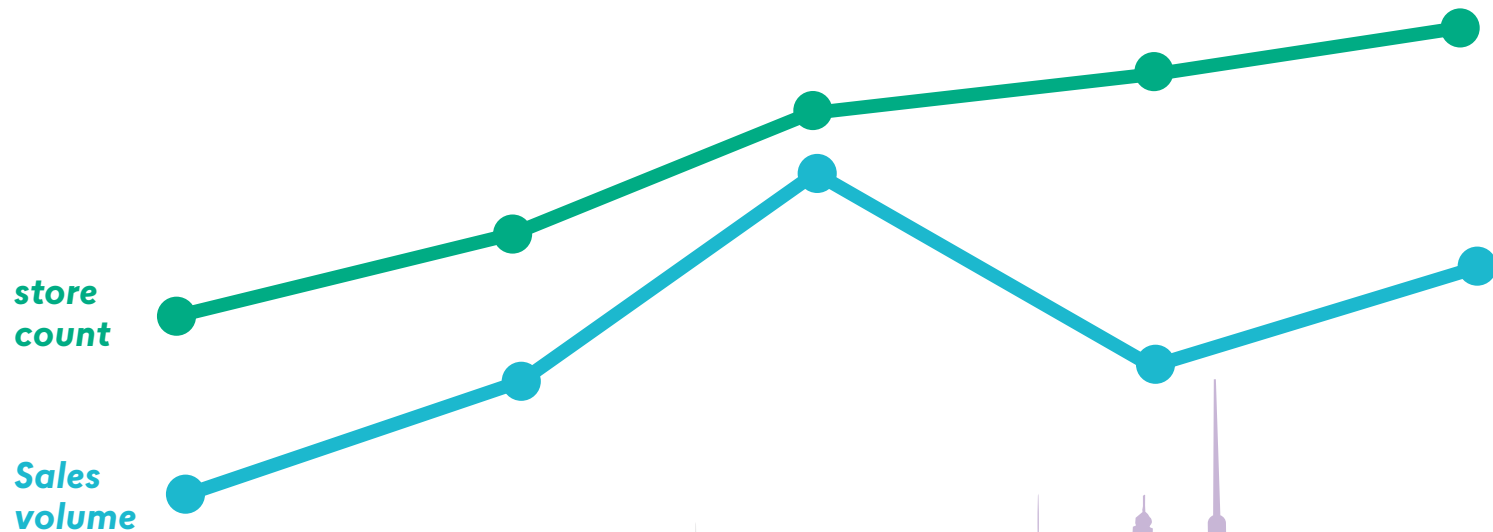


Investor's Top Pick



- + 3,000+* stores across 53 countries / regions
- + 14 consecutive year of sales growth
- + Winner of multiple international awards
- + High growth, asset-light model

* 3,000+ Stores : Across all La Kaffa Brands.



2017

2018

2019

2020

2021

? Chatime

? Chatime

? Chatime

? Chatime

? Chatime

? Chatime

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

IG followers
34%

FB likes
**197%
UP**

FB fans
1.3
million

FB likes

IG followers

FB fans

million

FB likes

**197%
UP**

1.3

million

34%

FB likes

IG followers

FB fans

million

**197%
UP**

1.3

million

34%

Global Marketing

+ Product Innovation

Developing new creations to keep innovating the brand.



+ Chatime CommuniTEA

The official Global CSR (Corporate Social Responsibility) Program of Chatime. Creating social impact and voice using Chatime's global community, making this world a better place with the power of BOBA.



+ My First Chatime

World-wide consumers share their first experience with Chatime in welcoming the New Year.



+ Tea Lab

Tea knowledge of Chatime products, how it's made and the process it goes through--from tree to cup.



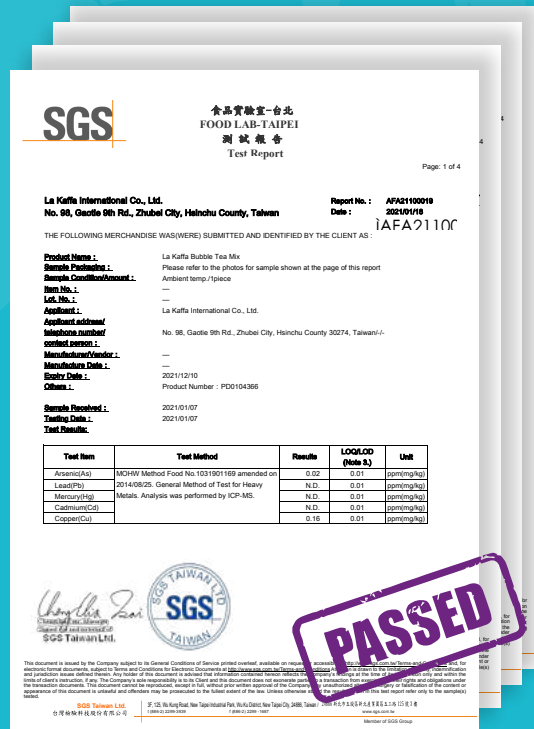
Global IP Collaboration

Chatime X BT21

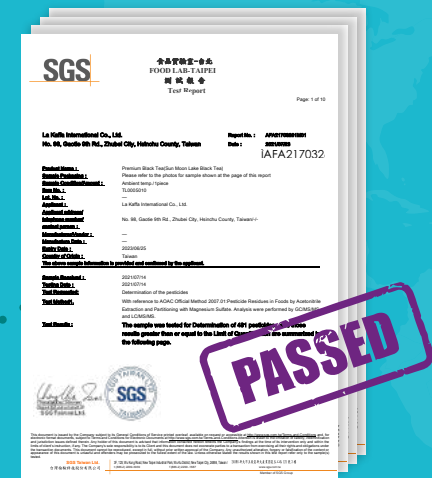


Food Safety Comes First

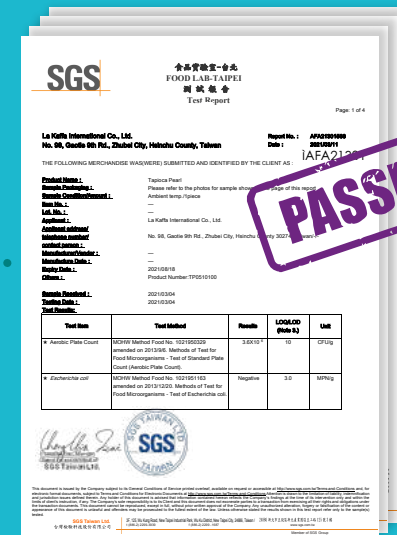
SGS Certification



Bubble Tea Mix



Premium Black Tea



Tapioca Pearl

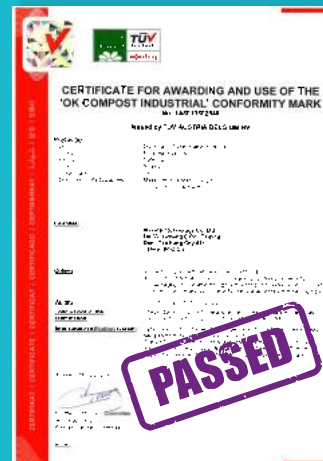
Green Initiatives

Biodegradable Packaging



Eco-friendly Material

- PLA-Paper Straw
- PLA-Paper Cup



We Offer Transparent And Traceable
Product Information

From Tree To Cup



what we are Known For



A Leading International F&B Brand Company

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



Innovation



FRESHLY
BREWED



Chatime Express

Automatic

Consistent Standard

Training Required

1 Day

Fast

20~30 Sec/Cup

Easy Process

Ice → ATM

Minimum Manpower

3 people
(Rush Hour)



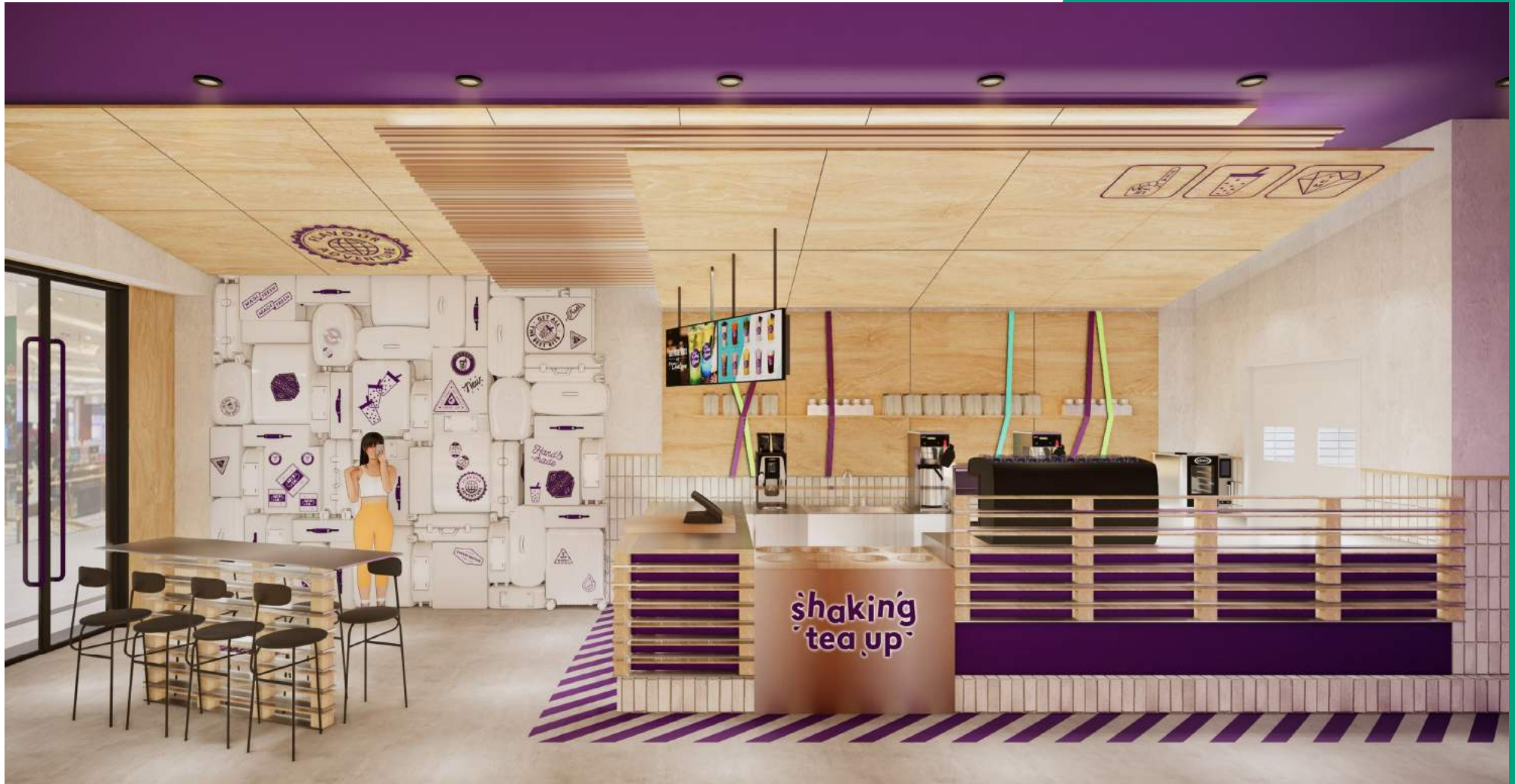
Store Design

In-line store
Storefront



Store Design

In-line store
Interior



Store Design

Kiosk
Counter



Our Best Sellers



**Brown Sugar
Latte
with Pearl**



**Taichi Supreme
Milk Tea**



**Thai
Milk Tea**



**Signature Pearl
Milk Tea**



**Galaxy Lemon Drink
with Jelly**



Mango QQ



**Matcha
Tea Latte**



**Milky Chocolate
Delight**



Milky Taro Delight



**Tieguanyin Tea
Mousse**

shaking tea up



La Kaffa Family

La Kaffa 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 9 F&B brands.

Diversified by numerous types of F&B businesses, including bubble tea, bakery, English light food, traditional snacks, Japanese pork chops, beef noodles, Japanese Gyukatsu, Japanese Gyoza, and more. Store locations have spread across six continents in more than 53 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.

Global Headquarters





Contact Us

Hotline : +886-988-050818 Taiwan : +886-3-5507750

Head office No. 98, Gaotie 9th Rd., Zhubei City, Hsinchu County 30274, Taiwan

Taipei office 4F-2, No.51, Sec. 2, Keelung Rd., Xinyi Dist., Taipei City 11052, Taiwan

Email ichatime.sales@lakaffa.com.tw