

COFFEEBAY

COFFEEBAY

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201, World Meridian Venture Center 1st, 254, Beotkkot-ro, Geumcheon-gu, Seoul



Korea Franchise
Grand Prize
for 9 Consecutive Years



Korea Brand Power
Awards Grand Prize



Designated Good
Franchise for 8
consecutive years



Quality Management
System Certification
Environmental
Management System
Certification



Accreditation by
Industrial Technology
Association



Korea Start-up
Grand Prize



Management Innovation
Small and Medium
Business Certification



Maell Business
Newspaper
Certified as Top 100
Franchise





COFFEEBAY will turn your daily life into
an exciting journey for coffee.

COFFEEBAY

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01 COFFEEBAY Corporation

Introduction



COFFEEBAY Co., Ltd., established in 2009, is a franchise specialized company with the win-win spirit of 'the franchisee and the headquarters are one' as the business philosophy.

From start-up to operation, experts in each field gathered to do their best to successfully settle in and overseas franchise stores and satisfy customers who visit COFFEEBAY.

COFFEEBAY will respond to your support with constantly challenging and successes.

We sincerely hope that you will achieve all your dreams with COFFEEBAY, your reliable and a successful partner.

Core Values

COFFEEBAY aims to let employees feel rewarded, customers feel happiness, and share with the society based on the five core values: Mutual Management, Variation and Innovation, Prioritize the Talented, Aim the Best, and Ethics Management.



Mutual
Management



Variation and
Innovation



Prioritize the
Talented



Aim the Best



Ethics
Management

Affiliates

AT Global



'AT Global' is a roasting plant of COFFEEBAY. It provides 250t of coffee in a year and provided with reasonable prices to each shops of COFFEEBAY and customers.

ADDRESS | 4 77-35, Opo-ro, Opo-eup, Gwangju-si, Gyeonggi-do



History of COFFEEBAY

| | | |
|------|--|--|
| 2009 | -Establish of Appletree Corporation | -Launch of COFFEEBAY |
| 2010 | -Established COFFEEBAY Franchise Headquarters -ISO 9001 quality administration system certification | -ISO 14001 environmental system certification |
| 2011 | -30th COFFEEBAY store opened -Sponsored of Grand Bell(Daejong) Movie Award | -Initiated Appletree's voluntary service group |
| 2012 | -100th COFFEEBAY store opened -Awarded the grand prize for 2012 Korea Franchise Business award | -Awarded the grand prize for MoneyToday's "Korea-brand power" |
| 2013 | -Received the grand prize for 2013 Korea Franchise Business -Selected as a Good Franchise by Small and Medium Business Administration | -Selected as leading company of Expanding oversea by KOTRA -Obtained Mainbiz certification -Established COFFEEBAY Academy |
| 2014 | -Received the grand prize for 2014 Korea Franchise Business -Selected as a Good Franchise by Small and Medium Business | -Corporate Owned store opened in Gasan, Korea -A master franchise agreement (Liaoning, Province, China) signed |
| 2015 | -Received Prime minister prize for 2015 Korea Franchise Business Awards -Selected as a Good Franchise by Small and Medium Business Administration -Selected as leading company of Expanding oversea by KOTRA | -Master franchise stores opened in Shenyang(1st) -Partnership Agreement signed with Walmart -Established COFFEEBAY USA(COFFEEBAY INTERNATIONAL INC.) -Started a mobile coupon service |
| 2016 | -Received the grand prize for 2016 Korea Franchise Business -Selected as leading company of Expanding oversea by KOTRA -Established COFFEEBAY Philippines (COFFEEBAY Philippines corp.) -A location agreement made with SM mall in Philippines | -Selected as a Good Franchise by Small and Medium Business Administration (4 years in a row) -1st & 2nd US store opened in Walmart, Sacramento California -1st Philippines store opened at SM Seaside, Cebu |
| 2017 | -Received the grand prize for 2017 Korea Franchise Business (6 years in a row) -Selected as leading company of Expanding oversea by KOTRA (3 years in a row) | -Launched COFFEEBAY membership service -Selected as Top 100 Korean Franchises by Mael Business Newspaper |
| 2018 | -Holding of the Conference with owners of the COFFEEBAY stores -Selected as Top 100 Korean Franchises by Mael Business Newspaper 3 years in a row -Made voluntary agreement between the Ministry of environment to reduce the use of disposable products and promote recycling | -Received Korea 2018 Franchise Business Awards' 7 years in a row -Outstanding Franchise for Small and Medium Enterprise 7 years in a row/Certified 1st Class -Philippines direct second store opened |

| | | |
|------|--|--|
| 2019 | -Selected as Top 100 Korean Franchises by Mael Business Newspaper 4 years in a row -Nomination of 'Food and Drug Administration Director' for the best companies to reduce sugars | -Selects export vouchers for small and mid-sized venture companies and companies leading in consumer goods by KOTRA -Selected as a demand company of KT linked data voucher project by K-data |
| 2020 | -Commendation from the Minister of Trade, Industry and Energy for outstanding performance at 'Korea Sale Festa' -Proceed NGO 'Love Fields Together' -Support for 1st, 2nd and 3rd affiliated stores to overcome COVID-19 -Selected as 'Good Franchise' by the Korea Fair Trade Commission -Selected as one of the top 100 franchises by Mael Economic Daily for 5 consecutive years -Actor 'Lee Dong-wook' selected as a commercial model | -Sponsored by Hope Bridge National Disaster Relief Association -'Share the Love' CSR activities (Dobong, Gwacheon, Seongbuk Fire Station) -Contract with the Ministry of Environment a agreement to 'reduce the use of disposable products' -Sponsoring 'Seoul Red Cross Hospital', a hospital dedicated to COVID-19 -Awarded 'Korea Franchise Industry Development Contribution' for 9 consecutive years -Designated as 'Excellent Franchise' for 8 consecutive years (ranked 1 for 4 consecutive years) |
| 2021 | -Production support for SBS TV show 'Penthouse 2, 3' -PB product 'The Essence of Snack' selected as an excellent product at the 2021 Seoul Awards -Gyeonggi-do, Gyeonggi Suicide Prevention Center signed an agreement on the prevention of youth suicide and psychological quarantine -Production support for tvN TV show 'STREET WOMAN FIGHTER' | -Awarded 'Korea Franchise Industry Development Contribution' for 10 consecutive years -Designated 'excellent franchise' for 9 consecutive years (ranked 1 for 5 consecutive years) -Production support for JTBC drama 'No Longer Human' -Selected as 'Good Franchise' by the Korea Fair Trade Commission for 2 consecutive years |
| 2022 | -Selected as Top 100 Korean Franchises by Mael Business Newspaper 7 years in a row -PB product 'Standard of Sweet Bread', selected as an excellent product at the 2022 Seoul Awards -Smart pickup order service 'Bay Order' launched | -Sponsored by 'Seoul International Women's Film Festival(SWIFF)' for 3 consecutive years -Sponsored by 'Seoul WebFest' at the International Web Film Festival |



Korea Franchise
Grand Prize
for 9 Consecutive Years



Korea Brand Power
Awards Grand Prize



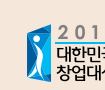
Designated Good
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Quality Management
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Korea Start-up
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02 COFFEEBAY

Introduction | COFFEEBAY

Did you know that Polaris, the star that leads ships in the right direction on beautiful yet sometimes Dangerous nights, is not actually the brightest star? People just naturally think they can find the correct path along the sea through the shimmering glow of Polaris. But, in fact, a long time ago, sailors were guided by other constellations. Exploring the movements of the winds and waves, they pioneered the routes along the sea in harmony with the natural environment surrounding Polaris. COFFEEBAY has focused on the harmonious spirit of the sailor and the nature of Polaris. COFFEEBAY places an important value in helping our customers find their own Polaris through the powers of harmony and coexistence rather than having to advance on each journey alone. COFFEEBAY wants to be Your Mate, the trustworthy friend to guide you through the vast sea of coffee.

COFFEEBAY will turn your daily life into an exciting journey for coffee.

COFFEEBAY



LOGO

- The graphical diagonal line represents the direction of COFFEEBAY
- Represents unlimited possibilities to develop and change, like a free port



PT 419C



PT 2350C



PT 4685C



PT 7530C

PANTONE NO.

- MAIN COLOR : PT 419C / PT 2350C
- SUB COLOR : PT 4685C / PT 7530C

Global COFFEEBAY

Worldwide COFFEEBAY

As a representative cafe franchise in Korea, we are actively exploring overseas markets and now having stores in Philippines.

COFFEEBAY Coffee's taste and aroma, which makes the mind relaxed, are loved not only by domestic but also overseas customers.



Philippines 🇵🇭

COFFEEBAY has been offered space in SM Malls in Philippines. Not only the local community but also the visitors from all around the world are visiting.

COFFEEBAY is in SM Mall, representative shopping mall in the Philippines. Located in globally known as a vacation spot, its popularity is not only in local community but also World-Wide-ly. COFFEEBAY has been in a front line to spread the Korean culture of coffee by entering the Southeast Asian Market.

► Partnership with SM

- No.1 : 2F SM Seaside City Cebu, South Road Properties, Cebu City
- No.2 : G/F, HM Tower, W.Geonzon St., IT Park, Brgy Lahug, Cebu City
- No.3 : Lot11 Blk 50. Friendship Hi-way. Cutcut. Angeles City



No. 1 : 2F SM Seaside City Cebu, South Road Properties, Cebu City.



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NO. 3 : Lot11 Blk 50. Friendship Hi-way. Cutcut. Angeles City

COFFEEBAY

We “COFFEEBAY” with our philosophy of “the success of the Franchise”, including unique coffee taste, self-roasting plant operation, trend-leading menu development, sensuous interior and special systematic curriculum has grown and developed through its one and only competitiveness.

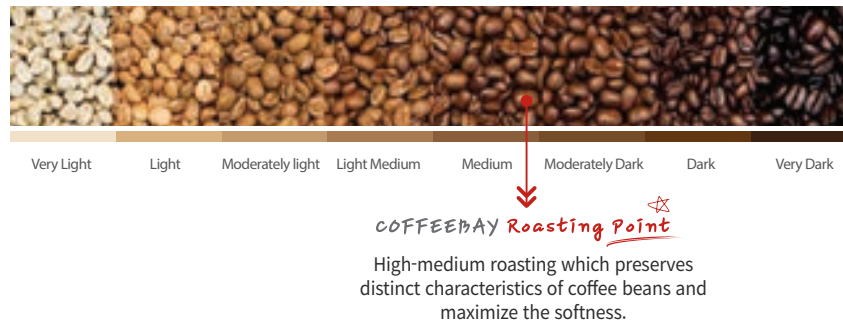


03 Competitiveness

ROASTING | COFFEEBAY Roasting

COFFEEBAY completes the unique coffee flavor by blending five Arabica beans in the optimal ratio. We import and use good quality raw beans to preserve the taste and aroma and feel an extreme tenderness through medium roasting.

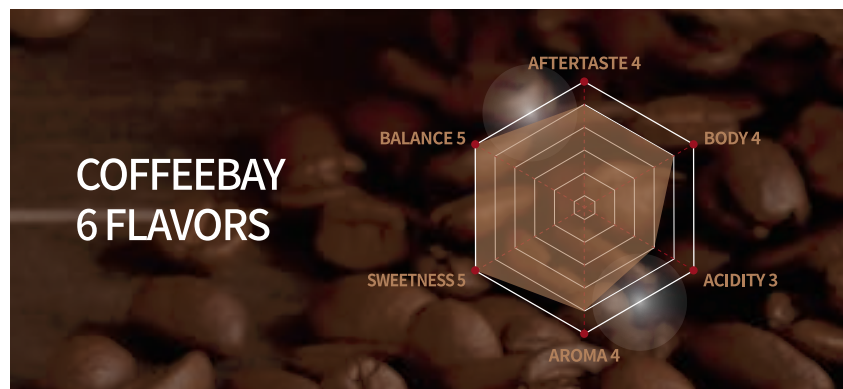
A cup of coffee in COFFEEBAY with soft and flavorful with the original taste of coffee beans, offers a moment of relaxation and small happiness in daily life, as if enjoying warm sunlight and breeze while lying on the lawn.



Roasting Beans



COFFEE FLAVOR



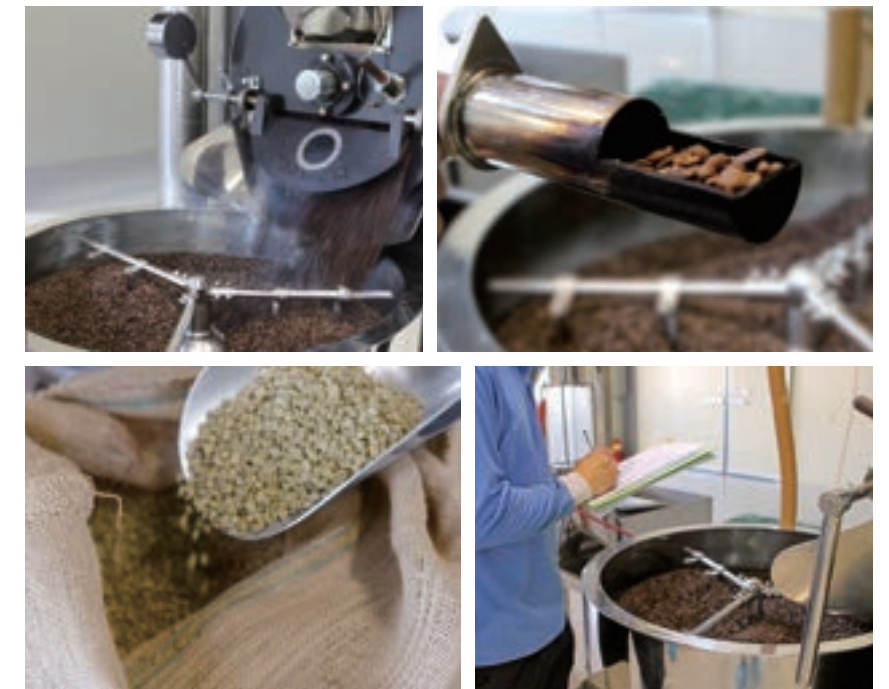
AT GLOBAL



COFFEEBAY established own roasting plant to provide brand-specific coffee flavors.

We are constantly conducting research through our own roasting plant and research institute, and we try to create the best coffee flavor with the philosophy of COFFEEBAY.

COFFEEBAY beans produced through thorough quality control are provided to merchants as a competitive product in taste, price, and all aspects. COFFEEBAY's the most competitiveness, self-roasting plant presents the best coffee.



Approved quality control of roasting and facilities



COFFEEBAY MENU I

Coffee and Beverages

There is a line-up of drinks and season menus, from espresso variation to franobe, allowing any gender of any age can enjoy a break at COFFEEBAY. Seasonal menus are developed by the headquarters' R&D department, in consideration of trends and profitability, which allows merchants to secure sales regardless of the season.



ICED
Brown Sugar Bubble Latte



ICED
COFFEEBAY Dalgona Bubble Tea

Espresso Variation



ICED
Americano



HOT
Americano



ICED
Café Latte



HOT
Café Latte



ICED
Vanilla Latte



HOT
Vanilla Latte



ICED
Cappuccino



HOT
Cappuccino



ICED
Hazelnut Latte



HOT
Hazelnut Latte



ICED
Caramel Macchiato



ICED
Caramel Macchiato



ICED
Café Mocha



HOT
Café Mocha



Espresso



Basic Latte



ICED
Chocolate Milk



HOT
Chocolate Milk



ICED
Sweet Potato
Latte



HOT
Sweet Potato
Latte



ICED
Milk Tea



HOT
Milk Tea



ICED
Dark Chocolate



HOT
Dark Chocolate



ICED
Red Velvet Latte



HOT
Red Velvet Latte



ICED
Green Tea Latte



HOT
Green Tea Latte

Franobe



Dark Chocolate
Franobe



Mocha
Franobe



Cookies and Cream
Franobe



Java Chip
Franobe



Espresso
Franobe



Green Tea
Franobe



Plain Yogurt
Franobe



Blueberry Yogurt
Franobe

Fresh Drink



Grapefruit Ade



Lemon Ade



Lime Ade



Ice Tea



Green Cleanse Juice



Yellow Cleanse Juice



Root Cleanse Juice



Red Cleanse Juice

Smoobella



Berry Berry Smoobella



Mango Smoobella



Kiwi Smoobella



Strawberry Smoobella

Tea



Earl grey



Muscat Black Tea



Assam Orange



Chamomile



Peppermint



European Fruits



Rooibos Sugarplum



Green Tea



Cinnamon Ginger Tea



Ssanghai Tea



Citrus Schisandra Tea



Ginger Tea



Citron Tea



Citron Plum Tea



Pear Ballonflower Root Tea

NEW



COFFEEBAY Menu II

Bakery and MD

Experience various types of bakeries and merchandise that perfectly match with coffee and drinks.

Dessert



Carrot Cake Mint Chocolate Cake Gâteau au chocolat Souffle Cheese Cake Tiramisu Cake Red Velvet Cake



Muffin (Cheese · Chocolate · Blueberry) Fatcarons (Matcha Chocolate · Milk · Earl grey · Pink Panda) Cookie (Java Chip · Earl grey · Real Cheese · Macadamia)

Bakery & Deli



Mini Honeybread (Plain · Chocolate · Caramel) Ice Keurokan Chou Cream Castella



Original Scone Cream Cheese Pretzel Bun (Egg · Ham Egg · Meat · Strawberry Egg · Mac&Cheese) Bun



Mac & Cheese Baguette Egg Bahn Mi Sandwich Jambonbure English Muffin Croque Monsieur



Kaya Toast (Double Butter · Tripple Cheese · Injeolmi · Purple Sweet Potato) Garlic Baguette Garlic & Cheese Bread



Croffle (Plain · Whipped Cream · Ice Cream · Kaya · Tripple Cheese) Baguette Ball (Garlic · Green Onion)

Bagel



Color Bagel (Chocolate · Cheese · Cranberry · Blueberry · Onion · Plain) Cranberry Plain Green Tea Blueberry Chocolate Cookie

MD



2021 Seoul Awards Excellent Product The Essence of Snack (Sweet Potato Stick · Bagel Chip · Brownie Rusk · Chocolate Pretzel · Castella Rusk)



Dutch Coffee (Ethiopia Yirgacheffe · Kenya AA) Dutch Coffee Gift (Ethiopia Yirgacheffe · Kenya AA) COFFEEBAY Special Gift (Reusable Tumbler · Stick Coffee) COFFEEBAY Special Gift (Dutch Coffee · Mug)



New Urban Stain Tumbler (Gold · White) Aurora Tumbler (Goldpink · Bluepurple) Basic Tumbler (Red · Black) Cat Tumbler (Gold · Black) Reusable Tumbler (White · Black)



Logo Collins Cup Aurora Glass Logo Mug (Pink · Beige · Khaki · Red · Black) Coffee Beans (Espresso Blend · Ethiopia Yirgacheffe · Columbia Supremo)

Exterior Design

Comfortable Resting Area

COFFEEBAY headquarter has own interior design team to provide optimized designs for each stores structures with long-established expertise.

The modern and sensuous interior of COFFEEBAY offers a comfortable resting place for customers using psychologically stable colors and lightings.

In addition, we can minimize fatigue and improve the quality of service by considering the work flow of employees in the store.



Interior Design I

「Prioritized Spatial Efficiency」



Interior Design II

「Luxurious and Comfortable Space」



Robot Café

COFFEE BARISTA24

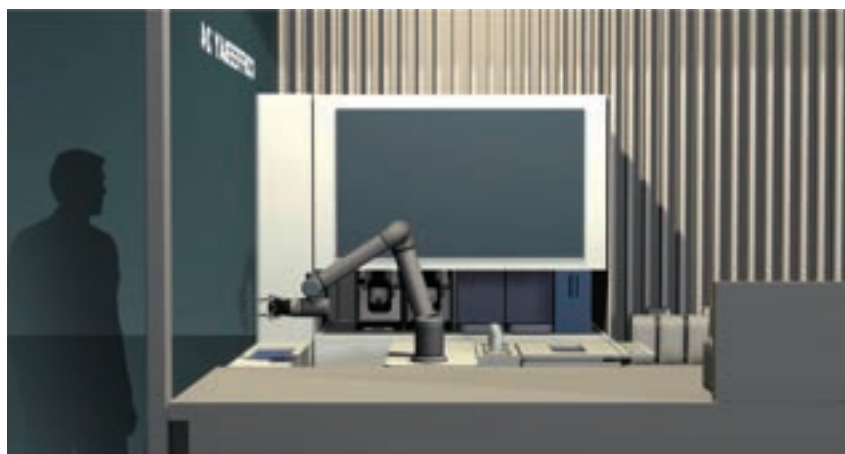
Innovative Café with Advanced Technology

COFFEEBAY introduced a new future-oriented and innovative café style using cutting-edge technology.

Innovative robot café solutions that combined years of cafe operational know-how with advanced IT technology will bring new values and experiences to customers that they have never experienced before.

Corona-era non-face-to-face service, fast but best drinks with consistent taste. It will create successful value through high spatial efficiency, high-quality menus, and low management costs.

Depending on your choice, you can operate 24 hours a day (with or without employee) allowing sales after business hours to gain a differentiated competitiveness compare to other café.



Robot Café Image

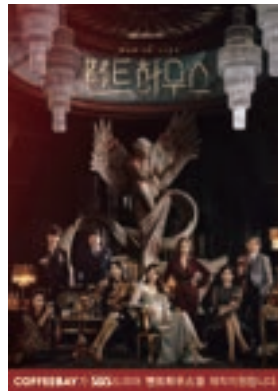


Marketing

Brand Marketing

COFFEEBAY is planning and carrying out marketing strategies that can promote franchise sales as a top priority. Through indirect advertising of TV shows, we have established ourselves as a familiar café brand to customers, as well as conducting seasonal promotion to create new customers and increase customer transaction, and achieve increased sales every year.

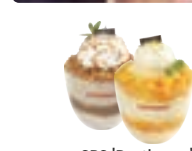
COFFEEBAY in TV



SBS 'Penthouse'



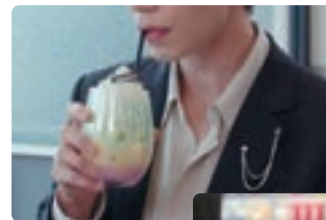
◀ SBS 'Penthouse'
Strawberry Franobe/
Strawberry Juice



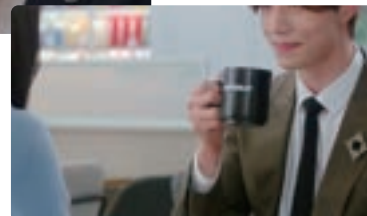
SBS 'Penthouse' ▶
Toffee Nut Dalgona Ice Flakes/
Apple Mango Yogurt Ice Flakes



tvN 'Tale of the Nine Tailed'



◀ tvN 'Tale of the Nine Tailed'
Pastel Custard Cream Latte



JTBC 'Something in the Rain'



◀ JTBC 'Something in the Rain'
Supervised-job



COFFEEBAY in TV



JTBC 'Hidden Singer 6'



tvN 'Hotel del Luna'



JTBC 'Chief of Staff'



JTBC 'No Longer Human'



tvN 'Signal'



tvN 'Cheese in the Trap'



tvN 'Encounter'



KBS2 'School 2017'

Promotions



Cultural Event



COFFEEBAY Supporters

Consists mainly of influential bloggers on-line, regularly post blogs to promote various new menus to brand issues on blogs and social media.

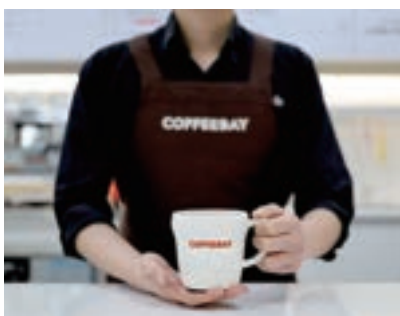


Special Curriculum

COFFEEBAY Training Center

Professional and Organized Academy system with COFFEEBAY.

With experts, training sites that reenacted actual stores, and systematic curriculum provide perfect training to enable reliable store operation after opening a store.



1.Theory



2.Hands-on



3.At Store




4.Service Training



Training Schedule

Total 13 Days of Training (for stores in Korea)

| Day | Classification | Specifics |
|-----|------------------------------------|---|
| 1 | Training at Headquarter (5 days) | 01 Orientation 02 Theory of Coffee 03 Basics of Extract Espresso |
| 2 | | 04 Milk Steaming 05 Basics of Equipment I 06 Understanding of Franchise |
| 3 | | 01 Espresso Quality Control 02 Practice for Drinks I (COFFEE) 03 Basics of Equipment II |
| 4 | | 01 Practice for Drinks II (BEVERAGE) 02 Machine Management I 03 Labor and Human resources |
| 5 | | 01 Bakery 02 Machine Management II 03 Basics of POS |
| 6 | On-Site Training (4 days) | 04 Seasonal Menu Training I 05 Customer Service 06 Hygeine |
| 7 | | 01 Achievement Evaluation 02 Skill Proficiency Check 1:1 Feedback 03 Completion Ceremony |
| 8 | | Practice for opening, closing and mid time operation |
| 9 | | |
| 10 | On-Site Training at Store (3 days) | 01 Practice for equipment and opening store |
| 11 | | 02 Opening-expert Supervisor Visit to Store |
| 12 | | 03 Prepare for the grand open by having general practice before opening |
| 13 | Open | 01 Customer Service Practice 02 Advice responding on-site situations |

A high-angle, top-down view of a group of people in a meeting. They are gathered around a white table. On the table are several items: a silver laptop, a tablet showing a website, a smartphone, a red COFFEEBAY thermos, a white COFFEEBAY mug, and two glasses of iced coffee. One person is writing on a document with a pen, another is holding a smartphone, and a third is pointing at a tablet. The background is slightly blurred, focusing on the meeting activity.

The Best Partner for your success, COFFEEBAY

COFFEEBAY will be a partner who tries the best to make franchisees' challenges shine. Take a step closer to a successful start-up with COFFEEBAY giving trusts to franchisees with honest partnerships and pleasure to customers.

04 Master Franchise Guide

Master Franchise Procedure

COFFEEBAY

will help you start up a successful business with its own differential system.

01. Applying for the master franchise opportunities
02. Meeting with head quarter and discuss conditions
Submission of related documents to both parties (Business plan, Financial status etc..)
03. Signing a Master Franchise agreement
Payment of Franchise Fee
04. Finding a location
Receive confirmation of the head quarter
05. Education for board of directors and manager at head quarter office
06. Store measurement and architectural design
Dispatch staffs to the location from Korea.
07. Construction, Menu development, Franchise consulting
Education for staff in field (Menu, Equipment, Service, Store open & operation etc.)
08. Rehearse grand opening
Official grand opening (On-site assistant with store opening & promotion)



Franchise Estimate

Master Franchise / Single Unit

Reasonable opening costs for maximum profits.

* Unit: USD , VAT excluded

| Territory (country) | | |
|---|---|---|
| Master Franchise Fee / Franchising Fee | Can differ depending on your business plan based on country or territory | |
| Royalty | 3% of gross sale / month applying to direct stores of Master franchisor and its member stores | |
| Additional Cost (for Staffs dispatched for store open) | Interior Staff | At Cost - Roundtrip ticket - Accommodation & Meals - Labor cost /daily |
| | R&D Staff | |
| | Supervisor (Opening support staff) | |
| Terms of Agreement | 5years (Possible to extend additional 3years) | |
| Place | Classifications of system offered | |
| Head Office | Education of franchising system, franchise management etc. for board of members & manager | |
| Field | Interior support | Design, Architect , Inspection |
| | R&D support | Menu development (+ exclusive special menu for your market) Menu education & training for staffs in field Continues R&D support from the head quarter |
| | Supervising | Equipment, Service education & training for staffs in field |

COFFEEBAY Corporation (Headquarters)

Address Room 201, World Meridian Venture Center 1st, 254, Beotkkot-ro, Geumcheon-gu, Seoul

TEL 1644-1157 **FAX** 02-856-1157



LOCATION



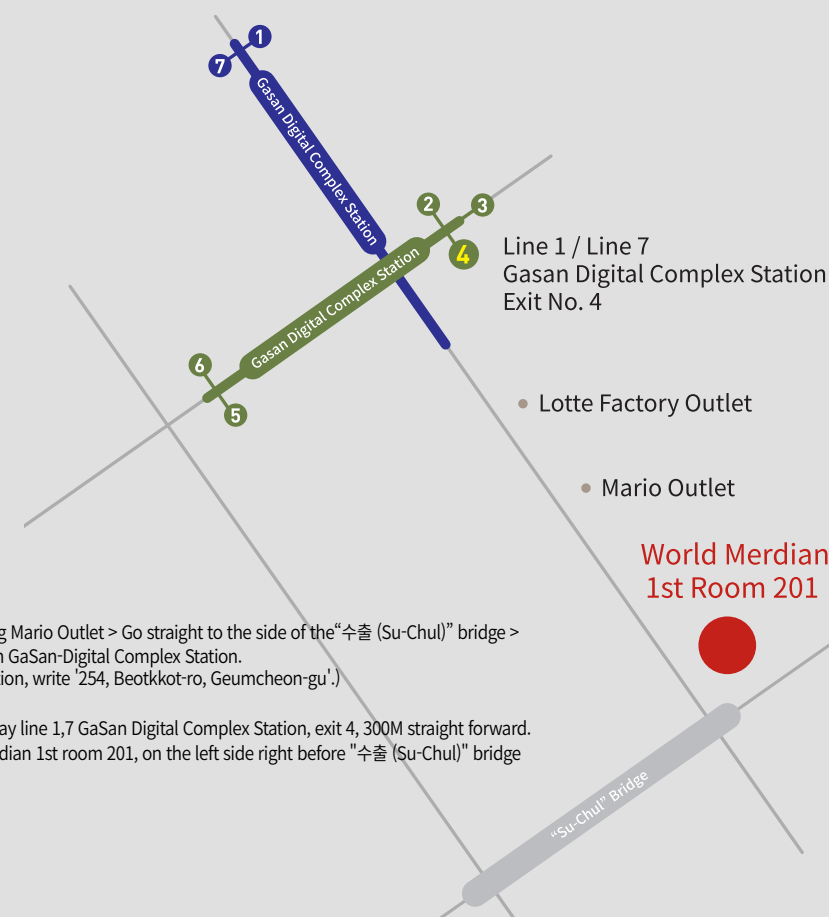
By Car

GaSan-Dong Mario Outlet > Go straight to the side of the "수출 (Su-Chul)" bridge > Turn right in GaSan-Digital Complex Station.
(On Navigation, write '254, Beotkkot-ro, Geumcheon-gu'.)



By Subway

Using subway line 1,7 GaSan Digital Complex Station, exit 4, 300M straight forward.
(World Meridian 1st room 201, on the left side right before "수출 (Su-Chul)" bridge)



COFFEEBAY Roasting Center

477-35, Opo-eup, Gwangju, Gyeonggi-do,
T. 070-7703-5858

