

ESPRESSO LAB

roasted with passion

TURKEY

EGYPT

GERMANY

JORDAN

QATAR

MOROCCO

GUATEMALA

BAHRAIN

U.A.E

SOUTH AFRICA

IRAQ

CYPRUS

PORTUGAL

PALESTINE



OUR MISSION

to provide the world's ultimate coffee shop experience with the highest-quality coffee beans, most inviting stores, friendliest staff and best value.

OUR VISION

to serve always unique and perfect coffee from bean to cup and having passion for quality, and for commitment all around the world.



OUR STORY

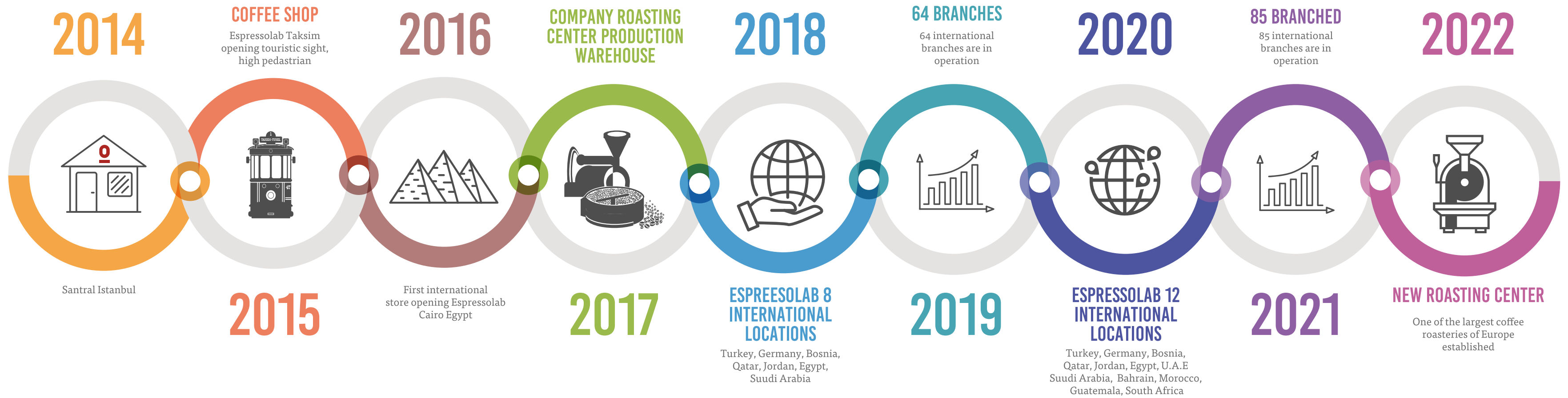
began with a passion of coffee.

*Espressolab was founded by Esat Kocadağ
in September 2014 with a focus on
providing finest samples of high quality
gourmet coffee, alternative brewing methods
that most 2nd wave coffee shop chains lack.
Espressolab is a roasting and retail company
of specialty coffee shop chain based in Turkey
and operating in 14 different countries.*

OUR BRAND STORY

SHAREHOLDING STRUCTURE

%34	ESAT KOCADAĞ
%33	EMRE KOCADAĞ
%33	ARİF KOCADAĞ





FUTURE GENERATION COFFEE

We concluded Third Wave Coffee, started new trend of “Future Generation Coffee”.

According to researches, 50% of decrease in coffee production due to climate change and wrong agriculture policies is foreseen in 2050. Due to long term struggle of coffee that we tastefully consume everyday against climate change, responsibility fall to all big brands in coffee sector in basic subjects such as its sustainable agricultural products and recycling projects. Trend of “Future Generation Coffee” is actualized to focus on whole of these problems under the leadership of Espressolab and to conduct with the participation of all coffee sectors.

What We Aim with Trend of “Future Generation Coffee”?

While we represent production and consumption of coffees with qualification of trend of “Third Wave Coffee”; trend of “Future Generation Coffee” aims continuity of existence of qualified coffee. The trend aims to take steps that will ensure the life of qualified coffee production for many years and to achieve sustainable coffeemaking where economic, ecological and social requirements are fulfilled in production at same level. This new trend which is started under the leadership of Espressolab carry out activities in order to enviroment-friendly sustainable coffee sense with coffee brands, agriculture specialists, states and non-governmental organizations.



What we have done with trend of Future Generation Coffee?



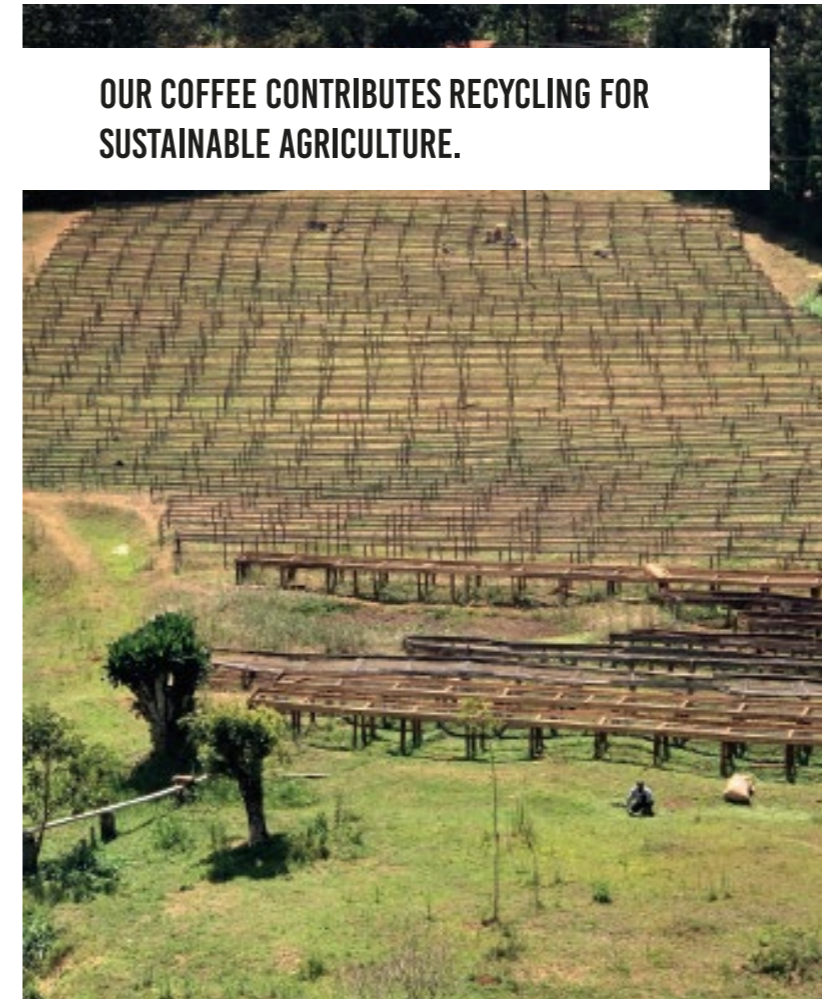
OUR COFFEE CONTRIBUTES TO DOING CONSCIOUS AGRICULTURE IN KENYA, ETHIOPIA AND TANZANIA.



OUR COFFEE PROVIDES AGRICULTURAL SUPPORT TO FARMERS TO ENSURE HEALTHY TREES.



OUR COFFEE EMPOWERS WOMEN AND CHILDREN IN KENYA, ETHIOPIA AND TANZANIA.



OUR COFFEE CONTRIBUTES RECYCLING FOR SUSTAINABLE AGRICULTURE.



OUR COFFEE RAISES AWARENESS BETWEEN COFFEE FARMERS FOR CLIMATE CHANGE.



OUR CONCEPT OF COFFEE

We roast our own coffee.

We have blended our coffee beans from coffee farms of Guatemala, Costa Rica, Ethiopia, Colombia, Brazil, Kenya and Tanzania with world-renowned coffee expert Renato Correira as our mentor. Offering the best quality products based on the production process which utilize advanced roasting and brewing techniques, we are one of the best representatives of third wave coffee trend in Turkey. We roast our coffee with our own equipment and serve it as fresh as it can be. We enrich our coffee menus and extend our flavor range each week by adding different flavors.



The Largest Coffee Shop of Turkey.

OUR POINT DIFFERENCE

**AN EXCITING PREMIUM
CAFE EXPERIENCE IN
A SOPHISTICATED
COMFORTABLE
ENVIRONMENT**

**ALWAYS VALUE
DRIVEN. ALWAYS
HAVING FUN.**

Espressolab is built on relationships and quality through our established network of Franchise Partners, Operators and skilled baristas. Our essence is an entrepreneurial spirit that accentuates local flavours while fostering quality and innovation in everything that we do.



OUR STORES

There is a place for meeting friends and family. Espressolab stores' contemporary interior design, unique decor and cozy ambience creates an inviting environment. The stores also provide iPads, free wifi, with high number of available plugs which attract students and young professionals as an ideal place to study and work.

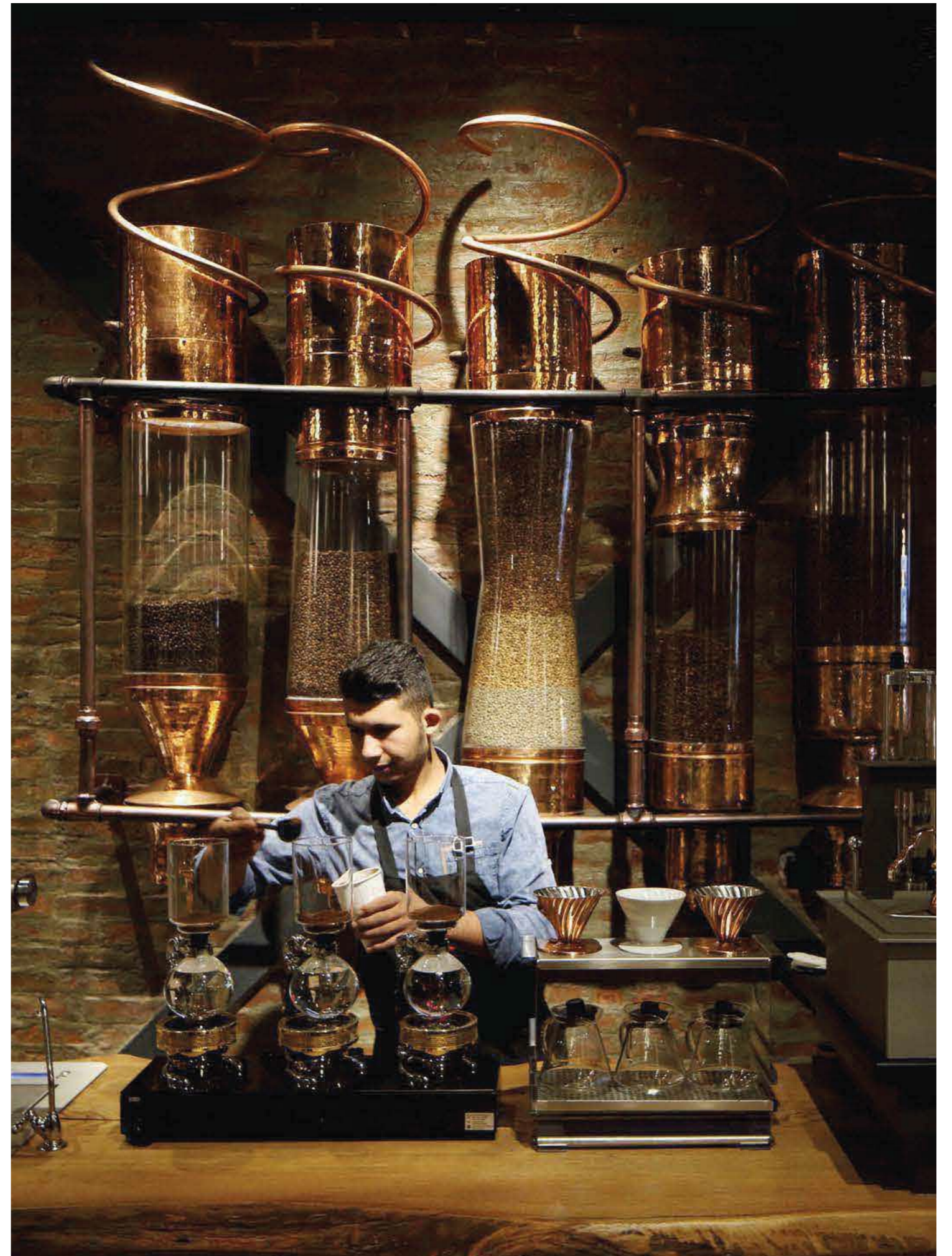


OUR STORES



OUR TEAM

Solution-oriented operation team and friendly baristas provide customers a distinctive, personalized service to ensure they feel at home. This helps create a regular customer base as well as adds new comers via word-of-mouth marketing. 470 people are currently working in the company. Our team consists of Finance, International & Domestic Operations, Human Resources, Marketing and Corporate Communications, Purhasing, IT, Quality Control and Store Partners





Your coffee has been roasted with passion.

We believe what good coffee is always fresh coffee and we do our best to serve the beans we roasted to our guests as soon as possible.



The top 10's relative growth in 2021

Relative	R	Brand	Growth vs. 2020 in %
1	47	365 Obrador	78.4%
2	35	Espressolab	64.2%
3	13	One Price Coffee*	61.5%
4	39	Vivari Pans	54.9%
5	11	5 to go	44.6%
6	53	Black Sheep Coffee	40.0%
7	33	Pavda Kofe*	33.8%
8	28	Surfe Coffee	26.1%
9	22	Bodriy Den*	21.6%
10	62	Coffeemia*	17.6%

© foodservice Europe & Middle East

365 Obrador, Espressolab and One Price Coffee achieved the strongest relative growth.

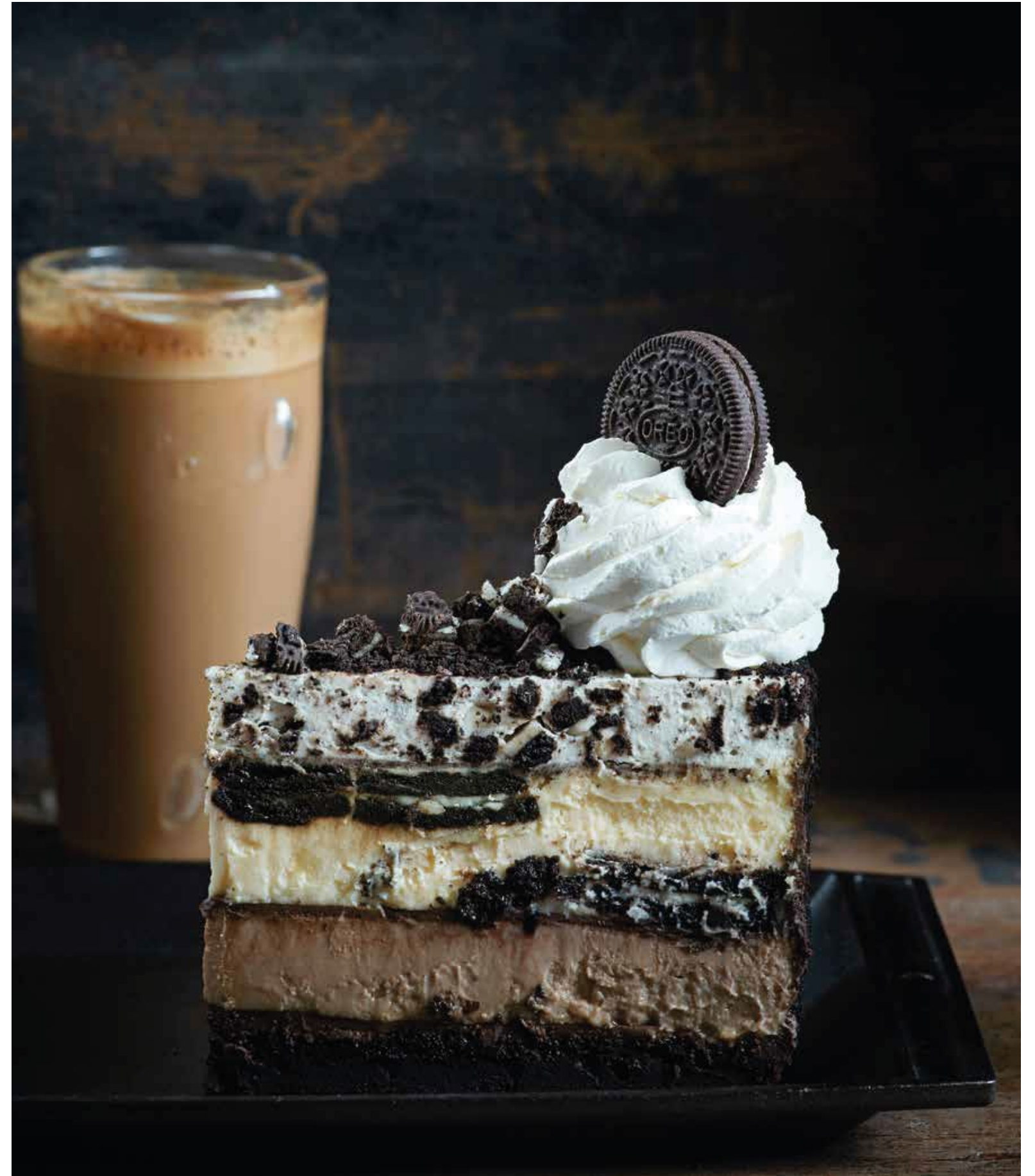
Top 10 relative growth 2020

	R	Brand	Growth vs. '19 in %
1	71	Vivari Pans	70.0%
2	23	5 to go	60.0%
3	68	Campus Suite	46.9%
4	30	One Price Coffee	41.2%
5	81	Kanne Café	30.4%
6	NEW	Espressolab	29.3%
7	NEW	Levadura Madre	29.2%
8	82	Jamaica Coffee Experience	25.0%
9	NEW	Coffeemia	21.4%
10	80	Charlotte Café	16.7%

© foodservice Europe & Middle East

According to the article published by FoodService Europe & Middle East magazine, Espressolab was chosen as the 6th brand with the best growth in Europe.





OUR PRODUCT



COFFEE: The primary product that Espressolab offers is specialty coffee which take up 65% of sales. The menu also includes all available innovative brewing methods which make up the core of newly evolved coffee culture. Dairy products used in coffees are all farm fresh and are approved as the most nutritional milk by Istanbul University Veterinary Faculty. This ensures that coffees have distinct taste and quality.

FOOD: Food items included in the menu mainly are sandwiches, cakes, cheesecakes, pastry and grab & go snacks. In contrast to many coffee shop chains, Espressolab's food items are all prepared daily, using fresh and healthy ingredients, with evolving recipes and advanced cooking techniques.

MERCHANDISE: Coffee brewing equipment, thermos, mug, accessories and recycled-bag



DELIGHTING ALL APPETITES

Our delicious sweet and savoury snacks, decadent desserts and appetizing sandwiches, salads and soups are prepared locally in-caffe and by distinguished suppliers using the highest quality ingredients available.

We believe that our guests deserve choice without compromising quality and are positive that our extensive product offering is one of the main reasons our guests continue to choose Espressolab as their second home.



Coffee is a joy
and it is even
more of a joy
with company...



Colors of Espressolab.

We offer all colors of our society the best working environment by uniting them under the umbrella of Espressolab and we are proud to work with different colors. Acting adhered to the ethical values and with a sense of responsibility, we work devotedly for our shared success.



NATURALNESS

Milk comes from our own farm.

We get the best natural milk from over 600 bovine animals that have natural diets in our farm established on 50 thousand square meters of land in Vize, Kırklareli, Turkey and we add zest to our coffees.





ESPRESSO LAB

ESPRESSO LAB
roasted with passion

Günlük Taze Süt
Pastörize edilmiştir.

Net: 1000 ml e

ESPRESSO LAB
roasted with passion



SOCIAL RESPONSIBILITY

Our recycling bags empower women in Africa.

As Espressolab, we support the social and economic empowerment of women in Kenya, Ethiopia and Tanzania with the income of our recycling bags we obtain from coffee sacks. We recycled organic coffee sacks from various countries such as Brazil, Guatemala, Tanzania, Kenya and Honduras. Sacks made of natural fabric are offered for sale in Espressolab stores as 6 different product types.

SOCIAL RESPONSIBILITY

Our coffees were recycled by women's labor.

While offering good coffee experience to coffee lovers with the quality beans we bring from farms around the world, we also attach importance to social responsibility projects. In this context, we supported another project. In the Natural Soap Workshop of Leap Natural, the social enterprise brand established by RET Association, 30 participating women produce handmade soaps with natural raw materials. As Espressolab, we contribute to socio-economic strengthening and recycling of women producing in the workshop. For this purpose, our coffee pulp and coffee sacks we send are recycled from the hands of producers in Mardin.





ESPRESSO LAB

ESPRESSO LAB

ESPRESSO LAB

SHO
COI
inside

and
IT WILL MAKE YOU
happy

Caffe Americano	700 TL / 800 TL
Caffe Mocha	730 TL / 830 TL
White Chocolate Mocha	730 TL / 830 TL
Fresh Filter Coffee	450 TL / 550 TL
Iced Caffe Americano	625 TL / 725 TL
Iced Caffe Latte	625 TL / 725 TL
Iced Caffe Mocha	725 TL / 825 TL
Iced White Mocha	800 TL / 900 TL
Caffe Esfrappa	800 TL / 900 TL
Mocha Esfrappa	850 TL / 950 TL
Caramel Esfrappa	850 TL / 950 TL
Lab Coffee	500 TL
onic Black Tea	325 TL

122 BRANCHES IN OPERATING
48 BRANCHES IN PIPELINE



9

COMPANY-OWNED STORES

- 1- İstanbul Bilgi University, Santralistanbul/İSTANBUL
- 2- İstanbul Technical University, Maslak/İSTANBUL
- 3- Kadir Has University, Cibali Campus/İSTANBUL
- 4- Haliç University, Sötlüce Campus/İSTANBUL
- 5- Aydın University, Florya Campus/İSTANBUL
- 6- İstanbul Technical University, Taşkışla/İSTANBUL
- 7- İstinye University, Topkapı Campus/İSTANBUL
- 8- Marmara University, Kartal Dragos Campus/ İSTANBUL
- 9- Karaköy/İSTANBUL
- 10- Tünel, Beyoğlu/İSTANBUL
- 11- Kadıköy/İSTANBUL
- 12- Cape Town/SOUTH AFRICA
- 13- Bebek/İSTANBUL
- 14- Cihangir, Beyoğlu/İSTANBUL
- 15- Atatürk Cultural Center, Beyoğlu/İSTANBUL
- 16- İstanbul University, Çapa Medical Faculty, Fatih/İSTANBUL
- 17- Tarabya, Sarıyer/İSTANBUL
- 18- Bodrum Marina/MUĞLA
- 19- Afium AVM / AFYONKARAHİSAR
- 20- Merter, Güngören/İSTANBUL

FRANCHISE LOCATIONS, DOMESTIC

Operating in Turkey

- 21- Cumhuriyet University/SİVAS
- 22- Taksim/İSTANBUL
- 23- WaterGarden, Ataşehir/İSTANBUL
- 24- Vadistanbul Shopping Mall/İSTANBUL
- 25- Etiler/İSTANBUL
- 26- Piazza Mall, Maltepe/İSTANBUL
- 27- Fulya/İSTANBUL
- 28- Koç University, Sarıyer Campus/İSTANBUL
- 29- Marmara University, Göztepe Campus/İSTANBUL
- 30- İstanbul University, Avcılar Campus/İSTANBUL
- 31- İstanbul University, Hadımköy Campus/İSTANBUL
- 32- İstanbul University, Cerrahpaşa Campus/İSTANBUL
- 33- Taksim Odakule/İSTANBUL
- 34- Beylikdüzü Makyol/İSTANBUL
- 35- Emirgan/İSTANBUL
- 36- Bahçelievler/ANKARA
- 37- Maidan Plaza, Çankaya/ANKARA
- 38- Armada Park, Söğütözü/ANKARA
- 39- Yenişehir/MERSİN
- 40- Meram/KONYA
- 41- Yomra/TRABZON
- 42- Ege University, Bornova/İZMİR
- 43- Selçuk University, Selçuklu/KONYA
- 44- Kastamonu Merkez/KASTAMONU
- 45- Kültür University/İSTANBUL
- 46- Sirkeci/İSTANBUL
- 47- Bakırköy/İSTANBUL
- 48- Çengelköy/İSTANBUL
- 49- Turkuvaz Medya, Eyüp/İSTANBUL
- 50- Beylikdüzü 2 Ferah Tower/İSTANBUL
- 51- Şişli Bomonti/İSTANBUL
- 52- Bordo Mavi /TRABZON
- 53- Ayvansaray University/İSTANBUL
- 54- Ataköy Marina /İSTANBUL
- 55- Akyazı /ORDU
- 56- Bahçeşehir /İSTANBUL
- 57- İbrahimli /GAZİANTEP
- 58- Başakşehir 1. Kısım /İSTANBUL

- 59- Piyalepaşa Polat, Beyoğlu /İSTANBUL
- 60- Serdivan /SAKARYA
- 61- Maslak 1453, Sarıyer / İSTANBUL
- 62- Nato Yolu, Çengelköy /İSTANBUL
- 63- Alsancak/İZMİR
- 64- İstanbul Zaim University, Halkalı Campus/İSTANBUL
- 65- KAYSERİ
- 66- Bodrum Airport / MUĞLA
- 67- Mimaroba, Büyükçekmece/ İSTANBUL
- 68- Esenyurt City Center AVM/İSTANBUL
- 69- Beykent Avenue AVM / İSTANBUL
- 70- Selçuklu/KONYA
- 71- Atakum/ SAMSUN
- 72- Halkalı, Küçükçekmece/İSTANBUL
- 73- Ereğli/ZONGULDAK
- 74- Erenköy, Kadıköy / İSTANBUL
- 75- Kayaşehir, Başakşehir /İSTANBUL
- 76- Bursa Uludağ University, Kiosk Campus/BURSA
- 77- Çukurova/ADANA
- 78- Yıldız Technical University/İSTANBUL
- 79- Mimar Sinan Fine Arts Museum, Beyoğlu / İSTANBUL
- 80- Maslak Kapital, Sarıyer/İSTANBUL
- 81- Zekeriyaköy, Sarıyer/İSTANBUL
- 82- DİYARBAKIR
- 83- Didim/AYDIN
- 84- Kartal/İSTANBUL
- 85- Bursa Uludağ University, Görükle Campus / BURSA
- 86- Ürgüp, Cappadocia/NEVŞEHİR
- 87- Rumeli Hisarı, Sarıyer / İSTANBUL
- 88- Akyazı / SAKARYA
- 89- Demir Country Kavaklı, Beylikdüzü / İSTANBUL
- 90- Akbatı, Esenyurt / İSTANBUL
- 91- Fikirtepe, Kadıköy / İSTANBUL
- 92- KARABÜK

Pipeline in Turkey

- 93- Ümraniye / İSTANBUL
- 94- Sabancı University / İSTANBUL
- 95- Vialand Tema Park, Eyüpsultan / İSTANBUL
- 96- Levent Mos Pick-Up / İSTANBUL
- 97- Efes/İZMİR
- 98- Batıkent/DİYARBAKIR
- 99- Osmangazi/GAZİANTEP
- 100- Ispartakule, Avcılar/İSTANBUL
- 101- Umuttepe/KOCAELİ
- 102- Parkora AVM/BURSA
- 103- 14 Burda AVM/ BOLU
- 104- Mesa AVM/İSTANBUL
- 105- Lara/ANTALYA
- 106- Suadiye/KADIKÖY
- 107- DİRNE
- 108- Bursa FSM/BURSA
- 109- Fındıkzade/İSTANBUL
- 110- Hendek/SAKARYA
- 111- GİRESUN
- 112- Maltepe/İSTANBUL
- 113- Akzirve Strada, Bahçeşehir/İSTANBUL
- 114- Serifali, Ümraniye/İSTANBUL



FRANCHISE LOCATIONS, INTERNATIONAL

Operating in International

115 - Point 90 Mall, Cairo /EGYPT
 116- Whiteway Street Mall, Cairo/EGYPT
 117- Maadi, Cairo/EGYPT
 118- City Center Mall, Almaza, Cairo/EGYPT
 119- Mall of Egypt 6 October, Giza/EGYPT
 120- Mall Of Egypt - 2, 6 October, Giza / EGYPT
 121- Amman/JORDAN
 122- Amman 2/JORDAN
 123- City Center Mall Doha/QATAR
 124- Al Jazeera Media Institute Doha/QATAR
 125- DoubleTree by Hilton Doha/QATAR
 126- Nurnberg/GERMANY
 127- Nurnberg 2/GERMANY
 128- Casablanca/MOROCCO
 129- City Stars Mall, Almaza, Cairo/EGYPT
 130- The Drive by Waterway, Nasr City, Cairo /EGYPT
 131-Morocco Mall-Casablanca/MOROCCO
 132- Oasis Tay - Casablanca /MOROCCO
 133- Almaz- Casablanca /MOROCCO
 134- Highway Kenitra Tangier,Mnasra / MOROCCO
 135- Jumeirah Beach Residence-Dubai/U.A.E
 136- Jordan St. Regis Amman/JORDAN
 137- Taddart-Casablanca /MOROCCO
 138- Oasis Drive Thru - Casablanca /MOROCCO
 139- Coffee Truck, Nurnberg / GERMANY
 140- Mansoura, Dakahlia / EGYPT
 141-Mansoura Clup Kiosk / EGYPT
 142- Avenue Mall, Al Rehab City, Cairo / EGYPT
 143- Bouskoura Ville Verte-Casablanca/MOROCCO
 144- Marina-Agadir /MOROCCO

Pipeline in International

145- Manama/BAHRAIN
 146- GUATEMALA
 147-Gönyeli Belediye Bulvarı-Nicosia/TRNC
 148- Ortaköy-Nicosia/TRNC
 149- Basra /IRAQ
 150- Baghdad /IRAQ
 151- Rocade-Casablanca (Highway) /MOROCCO
 152- Al Boustane-Bouznika /MOROCCO
 153- Lisaffa-Casablanca /MOROCCO
 154- Palmeraie-Marrakech /MOROCCO
 155- ADM-Settat (Highway) /MOROCCO
 156- ADM-Berrechid (Highway) /MOROCCO
 157- Hay Riad-Rabat /MOROCCO
 158- TFZ-Tanger /MOROCCO
 159- ADM Les Oliviers-Meknes /MOROCCO
 160- Jenin City / PALESTINE
 161- Lisbon / PORTUGAL
 162- Nablus City / PALESTINE
 163- Isle West Cairo Mall, Zayed, Giza / EGYPT
 164- İskeleboğazi, Nicosia/TRNC
 165-City Mall AVM, Nicosia/TRNC
 166- Mall of Arabia, Giza/EGYPT
 167-Kiosk/MOROCCO
 168-Jardin de Locean/MOROCCO
 169- Disrict 5-Cairo/EGYPT
 170- Nurnberg 3/GERMANY

ONGOING FRANCHISE NEGOTIATIONS WITH BELOW COUNTRIES

-  Russia
-  Libya
-  Oman
-  Belarus
-  Kazakhstan
-  Slovakia
-  USA / Chicago
-  Georgia

STRATEGY

Strategy

Espressolab will focus on increasing its market penetration rate and becoming the leading representative of third wave coffee movement in Turkey as well as becoming rising star at Europe, Middle East, Russia and North Africa within the next five years. The Company projects to open **81 new store domestically, and 111 new stores abroad.** Based on projections, by the end of 2025 the Company will increase its number of total stores to 265.

Main growth factor is providing Franchises both in Turkey and abroad.

Increasing brand recognition by opening company-owned stores at attractive places in Turkey such as Bağdat Caddesi, Maslak, Nişantaşı and locations at Ankara and İzmir. This strategy contributes to increase in number of Franchises all over Turkey. Opening own Stores at Europe and Russia to find Master Franchises for each countries. Those targeted countries are England, Holland, Sweden, Portugal, Switzerland, France as well as Russia. Growing sales revenue to achieve long term growth through new marketing channels and innovation: **Drip Coffee** at Traditional Markets and E-Trading, **Coffee Capsules** at Traditional Markets and E-Trading, **Canned Cold Brew** at Traditional Markets and E-Trading, **Espresso Vending Machines** at Gas Stations, **Canned Latte** at Traditional Markets and E-Trading.

As a company policy we finance our new projects by not giving dividend payments. Therefore we can keep our bank loans at minimum level.



0

Strategy

Expansion of Company-Owned Stores

In order to attain a greater market share, Espressolab focuses on increasing brand recognition and store convenience.

As a requirement of the strategy and keeping in line with our expansion policy, we opened company owned stores in attractive places such as Taksim, Bebek, Kadıköy, Karaköy as well as 10 stores opened in popular university campuses.

This strategy has led to new franchise companies opened in Ankara, Sivas, Konya, Adana, Mersin, Kastamonu, İzmir, Antep and Trabzon.

To increase Espressolab stores globally **we target to open new stores in Central Europe, Northern Europe, United Kingdom, Russia as well as Canada, USA and for Gulf and Middle East the countries that we have not operated yet such as Oman, Lebanon.**

We already invested to South Africa by acquiring a local store. **We plan to reach 6 stores in South Africa for the next 5 years.**



Strategy

Expansion of Franchise Stores

Espressolab seeks to become an internationally recognized brand for the third wave of coffee movement. For this reason, the Company owns trademark, logo and other intellectual property rights in **more than 50 countries**, and has additionally applied to register for over 50 countries.

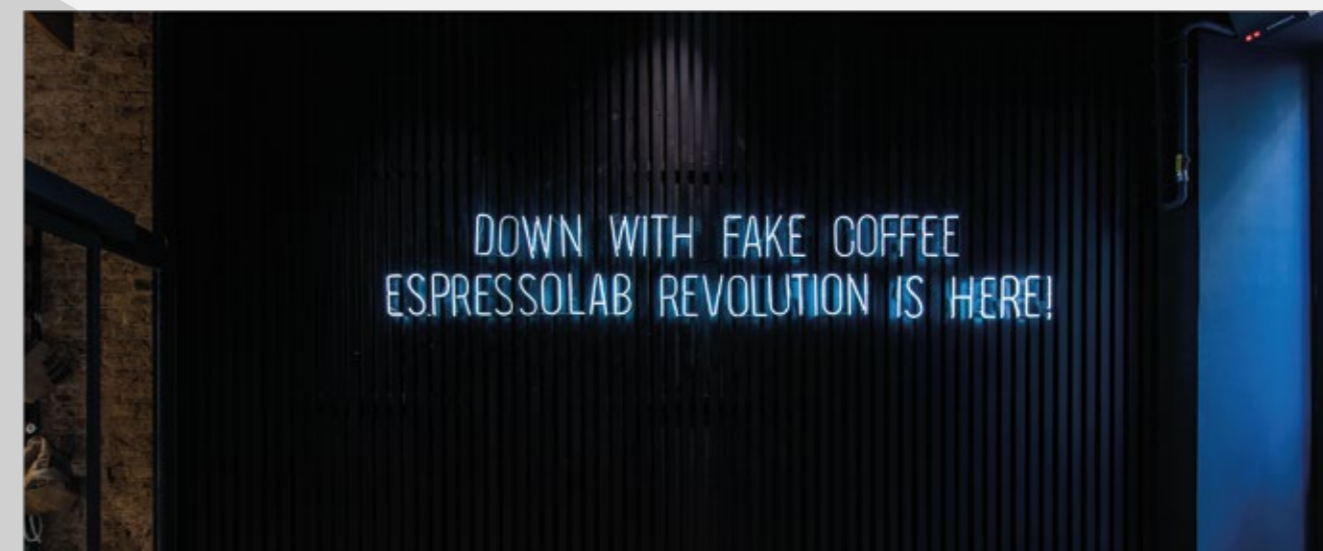
By 2025, the Company aims to add 192 new international stores through international licencees company owned and franchises.

The international market strategy is to agree with Master Franchise for each target country. Thus, Master Franchise having local market sources will lead nationwide growth.

Our initial step to attract Master Franchise is to open company owned stores at the target neighbourhood country. **In domestic market we have already applied this strategy successfully.**

Our franchising policy decreases our operational and financial expenses. Additionally, it contributes our sustainable growth positively.

The franchise agreements include initial development & trademark fees **\$ 40,000 and \$ 50,000, design fees \$ 6,000 and \$ 9,000 for domestic franchisees and international franchisees respectively.** Ongoing royalties based on the franchises' revenues is **4-6% approximately**, depending on the agreement.



Turkey Store Forecast

- | | | | |
|---------------|----------------|------------|---------------------------|
| -İzmir + 7 | -Gaziantep +2 | -Bodrum | -Zekeriyaköy |
| -Ankara + 4 | -Şanlıurfa | -Çeşme+1 | -Sarıyer Merkez |
| -Bursa +3 | -Diyarbakır +1 | -Alaçatı | -Maslak |
| -Konya +1 | -Van | -Ayvalık | -Belgrat Ormanı |
| -Eskişehir +2 | -Kahramanmaraş | -Çanakkale | -Sultanahmet |
| -Antalya + 3 | -Erzurum | -Kuşadası | -Nişantaşı |
| -Edirne | -Malatya | -Didim | -Bağdat Caddesi |
| -Muğla | -Kayseri | -Gökçeada | -Üsküdar |
| -Balıkesir | -Mardin | -Bozcaada | -Moda |
| -Adana +3 | -Batman | -Datça | -Beşiktaş |
| -Mersin +1 | -Elazığ | -Marmaris | -Eyüp |
| -İskenderun | -Karaman | -Fethiye | -Avcılar |
| -Antakya | -Isparta | -Kaş | -Bahçelievler |
| -Manavgat | -Denizli | | -Bahçeşehir |
| -Alanya | -Kütahya | | -Fatih |
| -Sivas +1 | -Kocaeli | | -Sabiha Gökçen Airport +1 |
| -Trabzon | -Bolu | | |
| -Samsun | -Zonguldak | | |
| -Rize | -Çorlu | | |
| -Giresun | | | |

International Store Forecast

- | | | |
|-----------------|--------------|-------------|
| -United Kingdom | -China | -Mexico |
| -Germany | -Japan | -Argentina |
| -Russia | -South Korea | -Brazil |
| -France | -India | -Colombia |
| -Luxemburg | -Australia | -Chile |
| -Netherlands | -Taiwan | -Nicaragua |
| -Sweden | -Thailand | -Costa Rica |
| -Portugal | | -Honduras |
| -Belgium | | -Ecuador |
| -Switzerland | | -Peru |
| -Italy | | -Uruguay |
| -Spain | | |
| -Greece | | |
| -Ireland | | |
| -United States | | |
| -Canada | | |
| -Lebanon | | |
| -Ukraine | | |



Strategy

Our Projects: Pour Over Coffee / Canned Cold-Nitro Brew

We want to take a greater place in both domestic and international markets with our Pour Over coffees and canned Cold Brew / Nitro Brew coffees. With today's conditions, consumers now demand practical and delicious products.

People want to use practical and quality products on the road, in the office, during traveling, at camping, etc.

As Espressolab, we aim to increase our place in the market by offering our qualified coffee to more consumers with practical methods.

Our Projects: Pour Over Coffee

Pour over coffee brewing is capable of producing coffee that's much more delicious, rich, and balanced than regular auto drip pots. Ripe flavors, a satisfying mouthfeel, and intense aromas are characteristic of pour over coffee.

While we are in **1000-5000** branches of **Migros and Macro Center** supermarkets with our own brand name, we also aim to take place in **10,000 branches** with brands specially produced for **Bim and A101** supermarkets.



Strategy

Our Projects: Pour Over Coffee

We will also produce pour our coffees in packages of 5 and 10 and sell them in our own stores and markets.



COLOMBIA
ANTIOQUIA LA CLAUDINA



ETHIOPIA
YIRGACHEFFE
TADESE WUKE



KENYA NYERI
IMARA AB



We established our own production line.



Filter Paper
YAMANAKA

Filling Machine
FUSO



Strategy

Our Projects: Canned Coffee

The global canned coffee market is set to attract fresh revenues in the years to follow.

There is little contention about the popularity of canned drinks including shakes, protein smoothies, and cold coffee. Furthermore, availability of such drinks across a multitude of retail outlets has played an integral role in driving sales across the canned coffee market.

Therefore, as Esspressolab we expect global canned coffee market is going to turn into a haven of lucrative opportunities in the times to come by.



Strategy

Our Projects: Canned Coffee

Where to Sell

As Esspressolab we believe we can sell our canned coffees on many different segments at market.

On the basis of distribution channel, it is segmented into direct (online retail) and indirect sales. The indirect sales segment is further sub-segmented into supermarkets/hypermarkets, convenience stores, departmental stores, and others. Among the various retail segments, increasing sales from multi brand outlets such as supermarkets/hypermarkets are the major factor driving the market as these outlets substantially increase sales of canned coffee products.



Strategy

Our Projects: Coffee Capsules

Coffee capsule is a single serve vacuum packed capsule that requires a compatible machine. The benefit of consuming coffee capsule is that the vacuum packing ensures the hygiene and prevents external agents, such as oxygen, humidity, and heat, from entering inside.



We plan to sell the coffee capsules we produce in 10-packs **in our stores, supermarkets and on our e-commerce website.**

We have 3 different types of coffee capsules:

- **Colombia**- Antioquia La Claudina
- **Ethiopia**- Yirgacheffe Tadese Wuke
- **Guatemala**- Acatenango Finca La Hermosa

Strategy

Our Projects: Coffee Capsules

We have our production line. Our capsule partner is **Nova Capsule** and our capsule filling machine is from **Afpak**.

novocapsule 

Novo Capsule supplies us with the best capsule that preserves the aroma and taste of the coffee, with a quality and flavour retention.

afpak

Afpak's precisely engineered machine not only fills and seals up to 70 capsules per minute, but is also super precise to a + or - 0.2g filling error. The capsules are nitrogen filled to prolong the freshness for longer, and the high quality welder seals the lids on with optimal temperature for each capsule.



With the capability of producing up to 70 capsules per minute, we will not only be able to supply our own retail stores worldwide, but also fit into alternative retail options like supermarkets, hotels and even restaurants.

Strategy

Our Projects: Coffee Vending Machines

Gas station coffee counters offering a regular cup of coffee might be missing out on an opportunity to provide more consumers with access to the coffee they're looking to buy.



Although coffee consumption doesn't appear to be going anywhere anytime soon, the way people take their coffee continues to change and evolve. While the people still want fast and convenient, they also want quality.

Coffee-to-cup brewing systems are making the best possible flavor much more accessible. These brewers take you from whole bean to steaming cup of coffee in just a few moments.

Strategy

Our Projects: Coffee Vending Machines

There are nearly 13,000 gas stations in Turkey. In 2019, the most widely used objectives of petrol stations in Turkey were shopping and coffee purchasing.

As Espressolab, we plan to place our coffee machines in **120 different gas stations.**



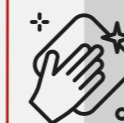
Freshness: The flavours and aroma of the freshly ground beans are preserved.



Easy Use and Service: Simply push to button and in a few seconds you will have your coffee.



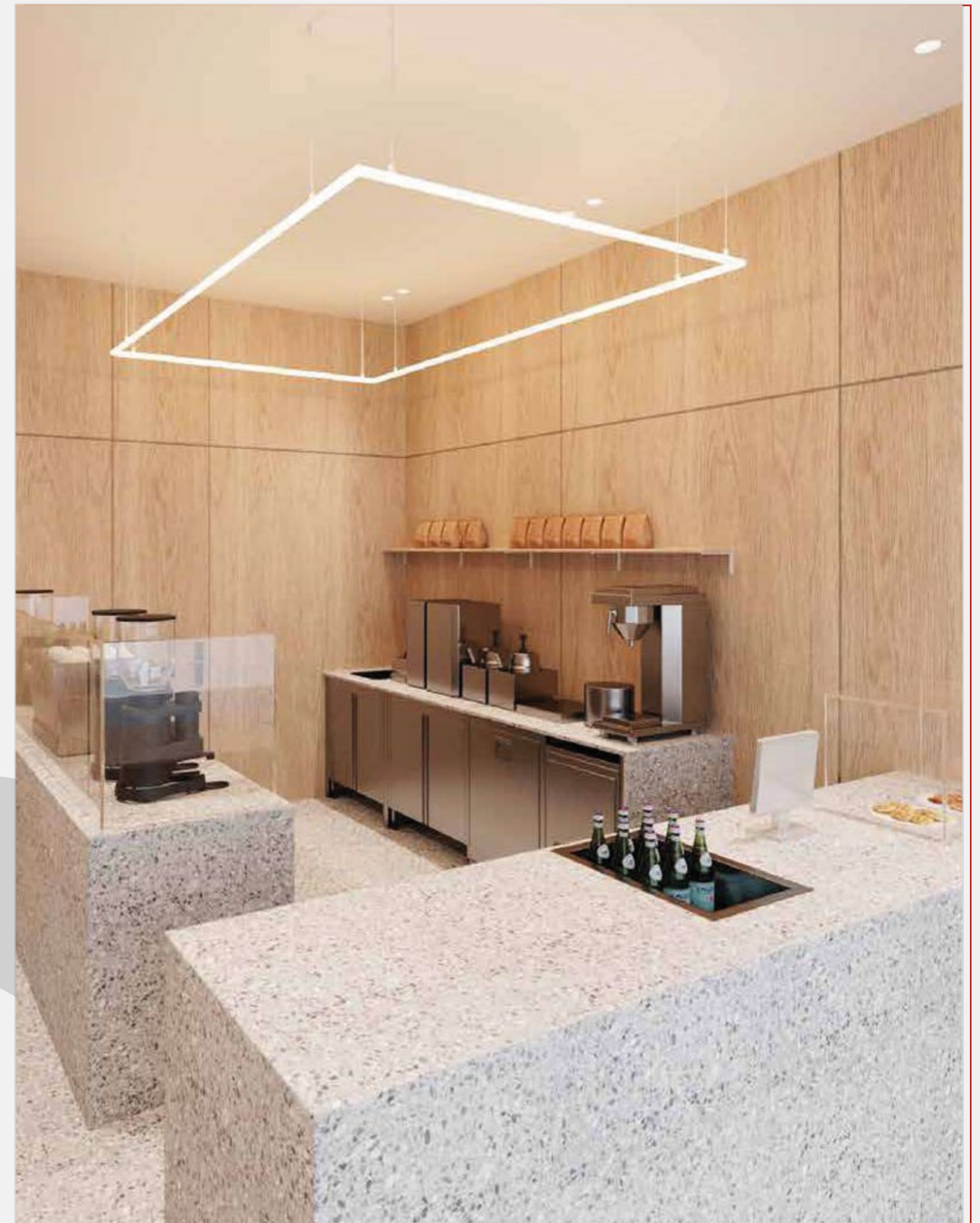
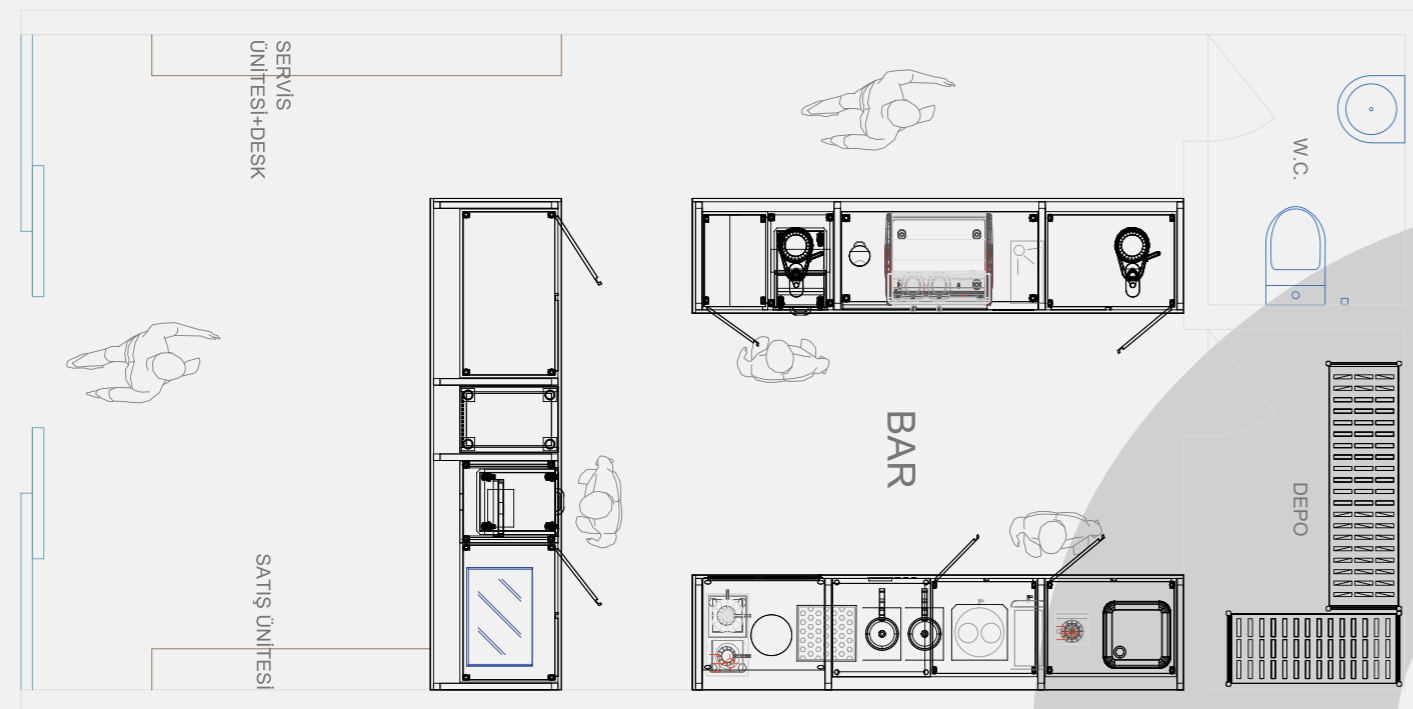
Standard Dosage: Machines serve the ideal quantity for a balanced and tasty coffee.



Minimal Cleaning: All the coffee is contained within the machines, even after extraction.

Faster service at intense pace throughout the day

Espressolab Pick-Up will not only reduce large crowd in the store but also will provide faster service to our guests at an intense pace throughout the day.





ROASTED
WITH
PASSION

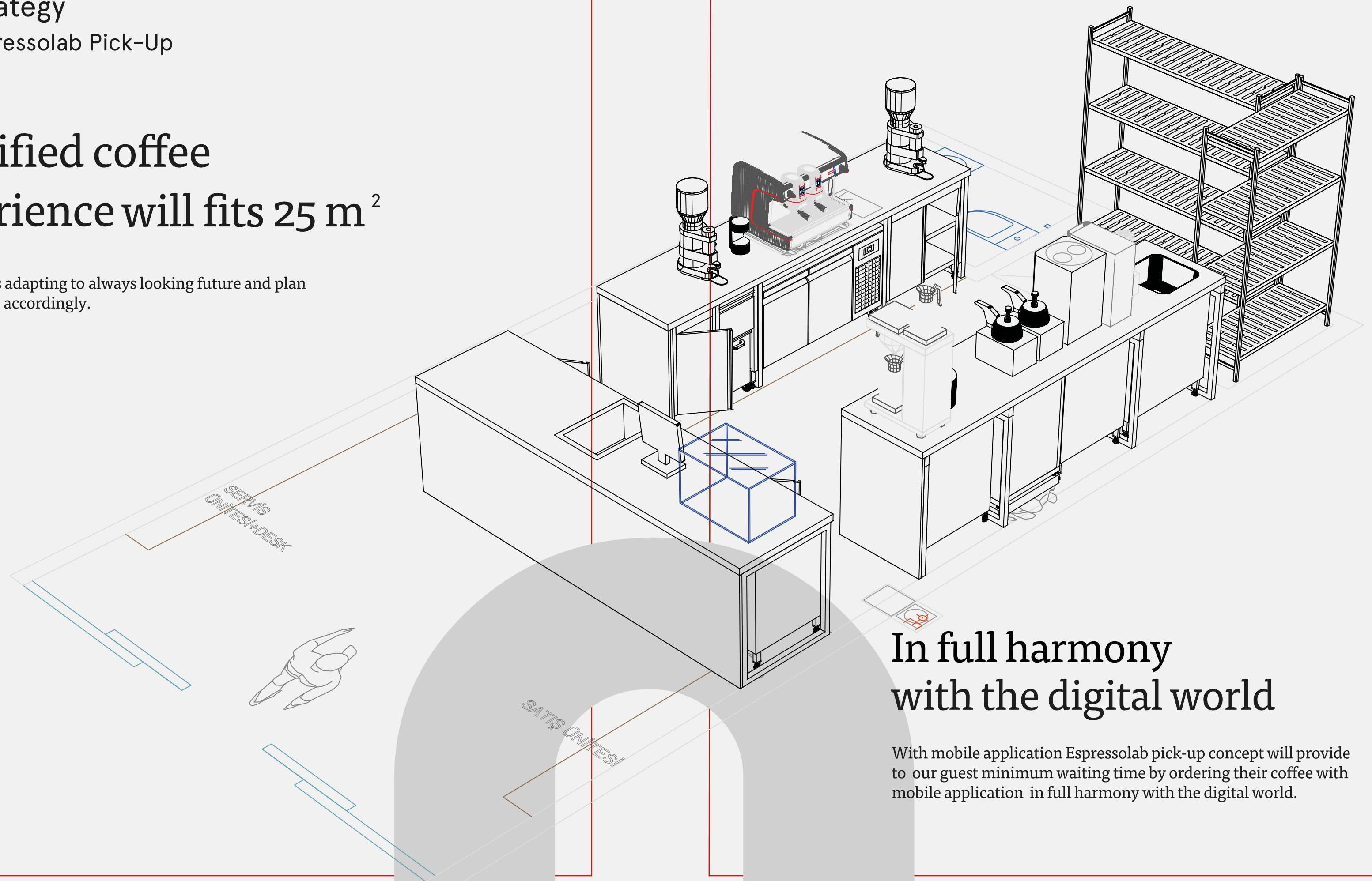
01

Strategy

Espressolab Pick-Up

Qualified coffee experience will fits 25 m²

Espressolab is adapting to always looking future and plan our strategies accordingly.

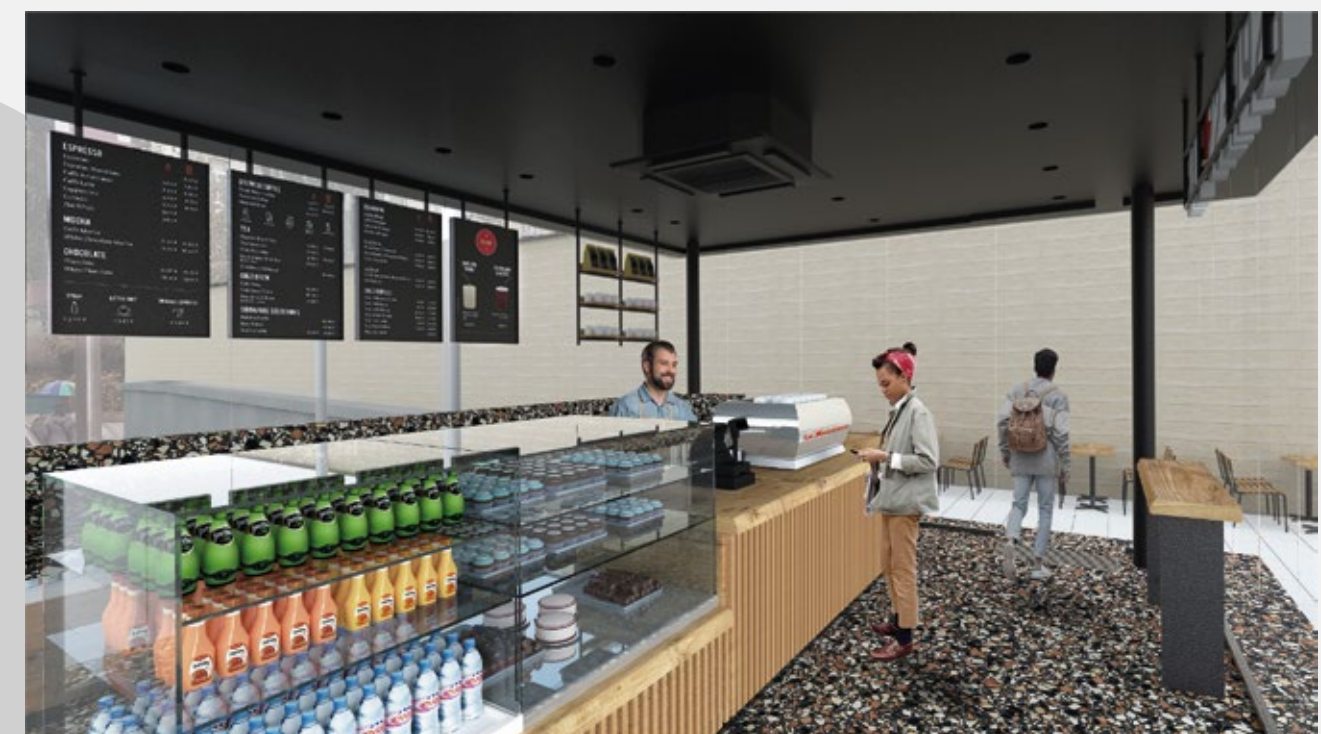


In full harmony with the digital world

With mobile application Espressolab pick-up concept will provide to our guest minimum waiting time by ordering their coffee with mobile application in full harmony with the digital world.

Strategy

Espressolab Pick-Up / Subway Projects



**TURKEY EGYPT JORDAN GERMANY
QATAR MOROCCO GUATEMALA
U.A.E BAHRAIN CYPRUS IRAQ
SOUTH AFRICA PORTUGAL
PALESTINE**

We suggest you to experience
your coffee pleasure in
Espressolab once.



roasted with passion