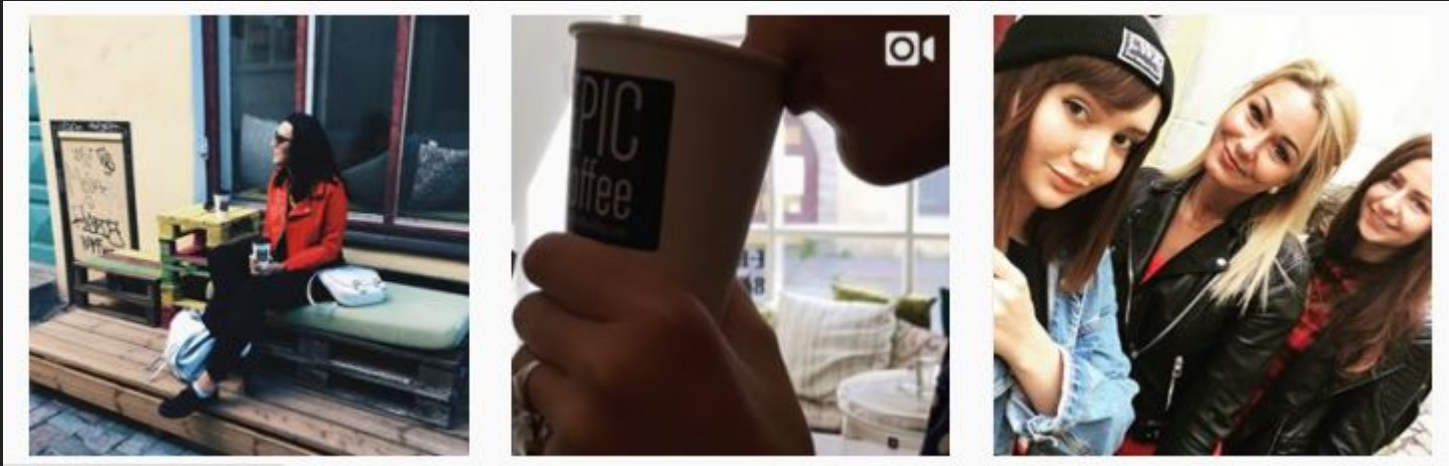


EPIC
coffee

- Epic Coffee is a driving force of coffeeshop boom in Tallinn.



HISTORY

- 3 years in action
- 4 Shops successfully opened
- 6000 followers



NATURAL SOCIAL MEDIA

- <https://www.facebook.com/epiccoffeeshop/> **5786 Page likes**
- <https://www.instagram.com/epiccoffeeshop/> **1690 Followers**
- So far EPIC COFFEE has grown organically with social media



ABOUT

- Local strong brand (brand name works for tourists very well also)
- Locations – Old Town gets brand image automatically higher
- Professional and friendly staff
- Atmosphere
- Own blends and coffee bean recipes, therefore very high quality and unique coffee

SHORT PLAN

- Establish 2-3 coffeeshops in capital cities
- Go worldwide with Epic Coffee brand
- Franchising
- Make sub-brands for Epic (e.g Epic lounge)
- Develop new coffee recipes which can be sold in cafes/online and retail.

KEY TAKEAWAYS

- A great platform for expansion
- Profitable proven concept
- Working business model
- Proven scalability
- Appealing to local residents and tourists
- Pipeline of new possible openings
- Authentic local brand

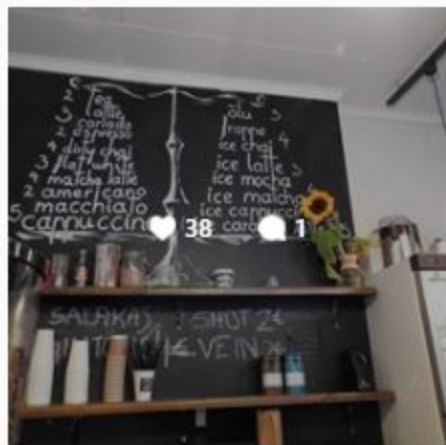


EPIC COFFEE SHARES OFFERING

- 2017 revenue of 110,000.- EUR
- EBITDA 22%
- We offer 20% shares for 60,000.- EUR
 - You get ownership of the brand and 20% stake At top selling EPIC COFFEE at Old town Tallinn
 - The 60,000 EUR will go to develop the brand, coffee shop, mobile shop and online shop.

2018 ACTIONS

- Brand refresh and clarification of positioning to Nr 1
- Increase sales 100% to 200,000.- EUR (1 shop+online)
- Launch Epic coffee website and enhance web presence.
- Develop online coffee sales platform (epiccoffee.ee/eu/se etc.)
- Become no 1 coffee shop on tripadvisor/google reviews.
- Advanced Barista trainings and competitions to build epic barista community.
- MAKE EPIC COFFEE GO MOBILE (coffeebus)



SOME OF THE EPIC MOMENTS, SO FAR

<https://www.instagram.com/explore/locations/553128326/epic-coffee/>

THANK YOU!