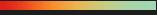


We believe in

Serving with Heart
Day One Mentality
Collaboration



**On a mission to enhance the
everyday coffee experience**

One Person, One Cup at a Time.

Premium Quality

Specialty grade coffee & best ingredients

Great Taste

Serve high quality coffee from the heart

Customer Experience

Create delightful memories everyday

Portfolio

kenangan



kopi
kenangan

kenangan

*kopi
kenangan* ❤



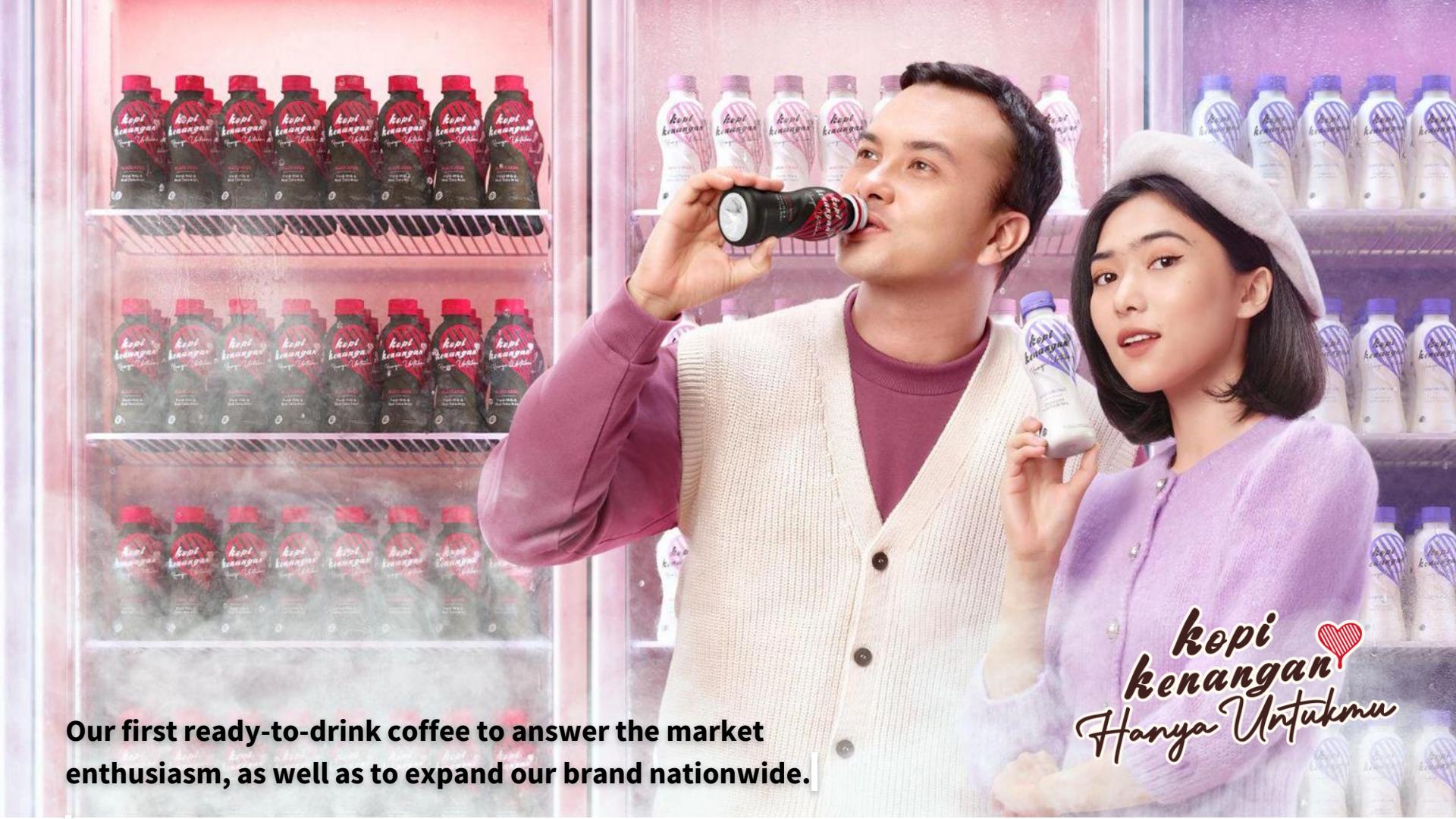
Top of Mind for local in-trend coffee,
and **2nd highest Brand Power** after 4 years on the market.

chigo!

江木伍



Our juiciest, crispiest fried chicken in town,
with local and international taste of sauce and sambal.



Our first ready-to-drink coffee to answer the market enthusiasm, as well as to expand our brand nationwide.

*kopi
kenangan*
Hanya Untukmu

Our Achievement



Our Achievement



No. 1 Halal System Implementation

Based on LPPOM Halal Award 2022



#1 Brand of The Year

2 years in a row



#1 Top of Mind

Top of Mind percentage increased by 64% yoy based on Brand Health Tracking by Kantar



MURI Awards 2022

Fastest store opening in a week



Our Certifications



CHSE Certification

Clean, Healthy, and
Environmentally Sustainable
by Kemenparekraf



ISO 9001

Quality Management
System ISO 9001:2015



Food Handler

Company with the most
Food Handler
certification

Our Growth

The first and leading New Retail F&B brand in Southeast Asia

2.3 Mio

App users¹

900k

Transaction

5-tier program to increase
engagement & retention

450k

Instagram followers

4.9 

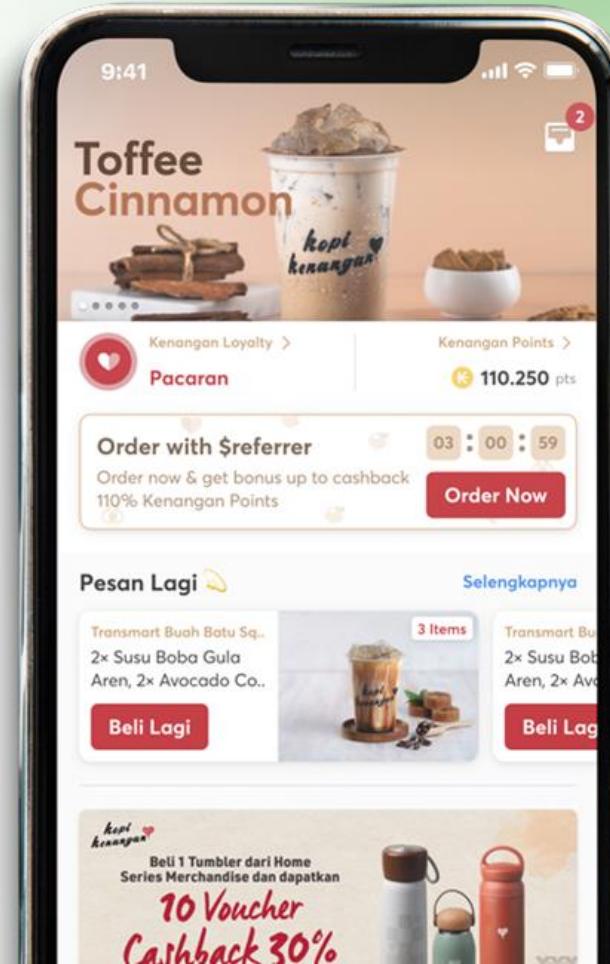
100,000 reviews²

5 Mio Cups

Sold per/month

70%

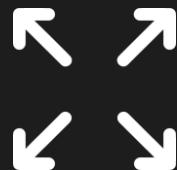
Sales through digital channels³



¹ As at Jul'22; ² Play Store 87,000 reviews & App Store 13,000 reviews ; 3
Consists of Kopi Kenangan App and aggregators. As of 1H'22

kenangan

Multiple Growth Vectors in Place



Market Expansion
(From Indonesia to The World)



**New Food
Categories**



**Ready To Drink
Product**



**Network
Growth**



Fastest-growing F&B Network in Southeast Asia

2018

2019

2020

2021

2022

5 As of end Jul'22. # of stores including KK standalone, Chigo standalone and KK x Chigo collocated stores

Fastest-growing F&B Network in Southeast Asia



1 Includes Palembang, Lampung, Medan, Pekanbaru, Aceh, Padang and Batam; 2 Includes Bandung, Semarang, Yogyakarta, Solo, Surabaya, Bali and other cities;
3 Includes Samarinda, Balikpapan, Pontianak and Banjarmasin; 4 Includes Manado and Makassar



A Diverse range of store formats to facilitate rapid and profitable expansion



220

793

- Mall/Megacomplex
- Office
- Gas Station
- Shop House
- Others



Rapid diversification to delivery-friendly formats with better expected returns profiles

2019

Q3'21

Shopping mall, gas station, drive thru

App enhances end-to-end customer experience and engagement

Pickup

In-store pickup; allows customers to avoid long queues

Delivery

In-app delivery service fulfilled by third party logistic vendor

Multi-brand selling in one platform

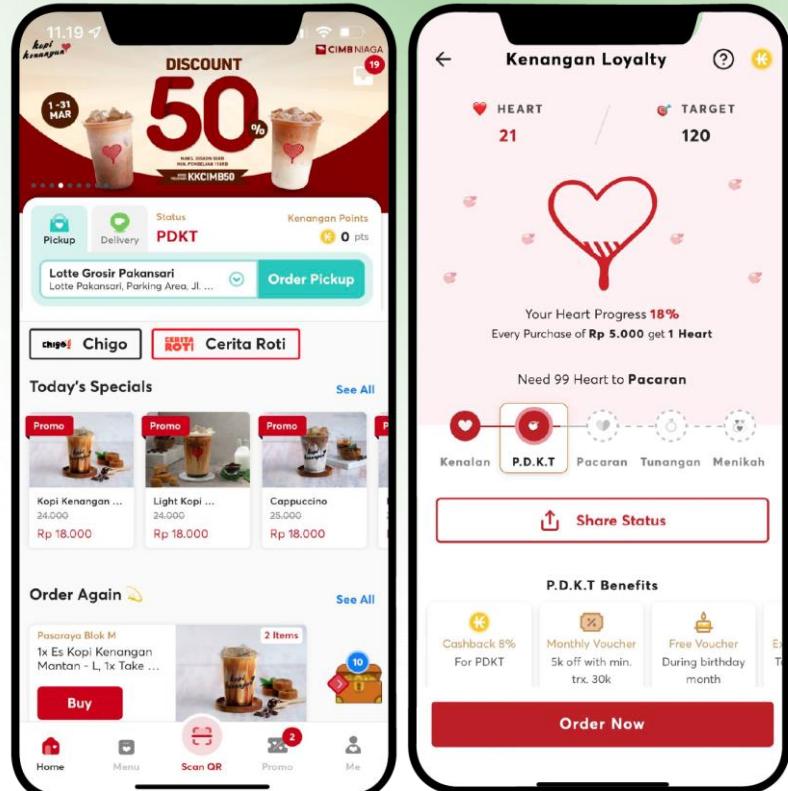
Single platform offering all products within Kopi Kenangan Group

Customized loyalty benefits

Customized benefits across loyalty tiers

Kenangan loyalty program

5-tier program to increase engagement & retention



kenangan



Compound Annual Growth Rate

Annualized Sales Run-rate ¹



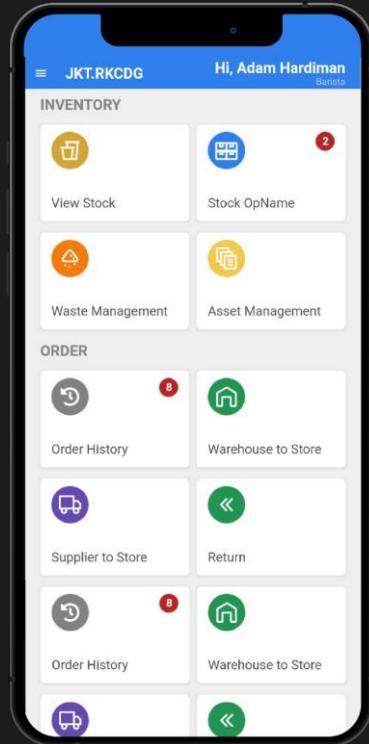
20
to 30
Stores Opened
per Month ²

¹ Annualized sales run-rate = monthly sales x 12 months; ² Figures represent the period of Aug 21 to Jul 22



Just a rather very
intelligent **non-**
manager system

Kenangan Brands
runs on J.A.R.V.I.N.



**Inventory
management**



**Mantan Eye SOP
Checklist**



**Asset
management**

About Kenangan Academy



Our **Vision**

To become the best professional F&B training centre in Indonesia.

Our **Baristas**

We have more than **2,300 certified baristas** graduated from Kenangan Academy since its first opening in 2019 to date.



Experienced management team with strong execution capabilities



Edward,
CEO



James,
CBDO



Cynthia,
CMO



**Feng
Ping, CTO**



**Rahmat,
CFO**



**Chin Hou,
COO**

Prior experience with

McKinsey
& Company

amazon

BCG

ORACLE

pwc



IBM

ROCKETINTERNET

Adobe

EY



PERTAMINA



KHAZANAH
NASIONAL

Validated and recognized by leading global investors



Thank You

kenangan