





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* 

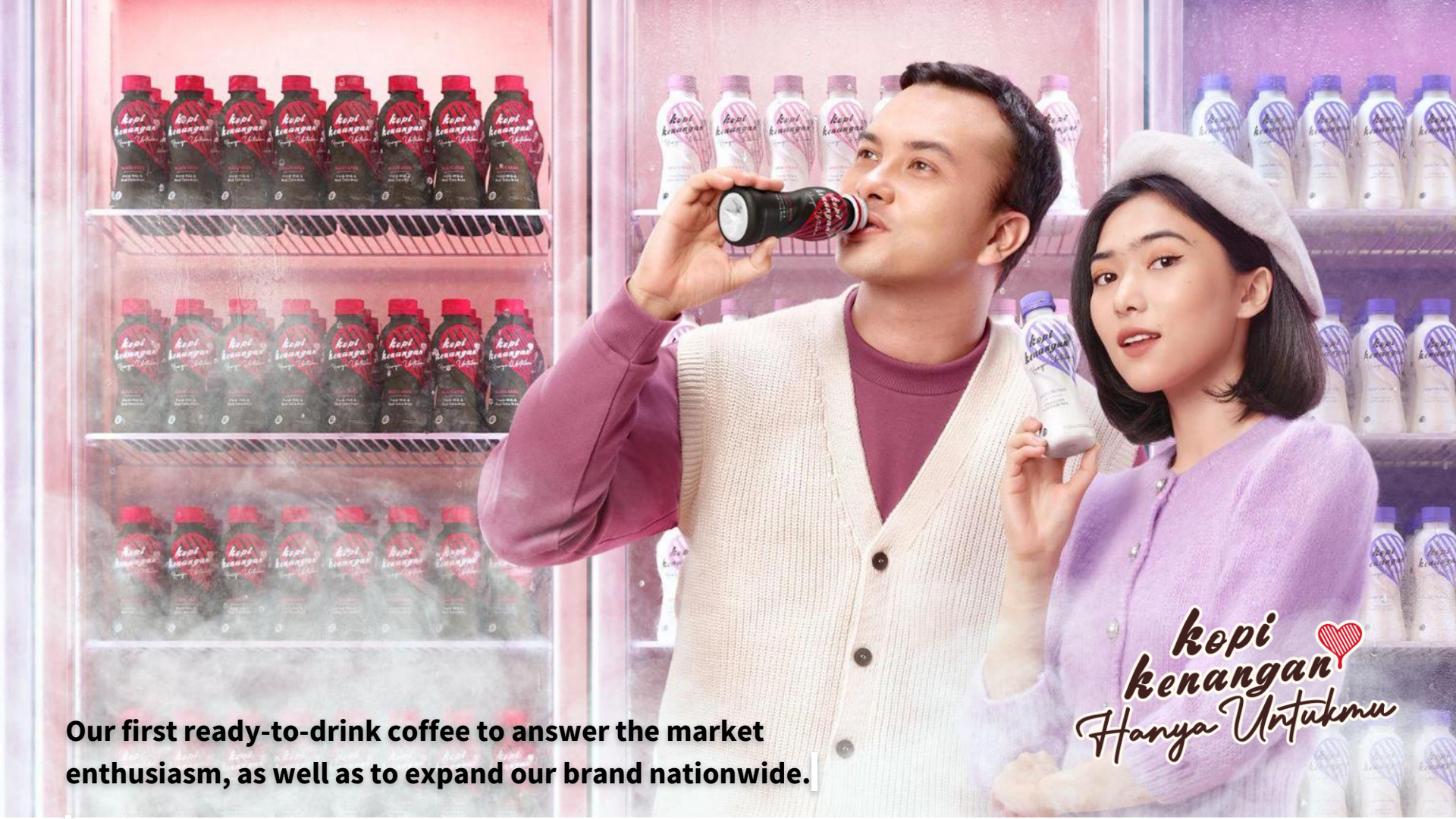
**Top of Mind** for local in-trend coffee,  
and **2nd highest Brand Power** after 4 years on the market.



# chigo! 柒伍



**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.

*kepi  
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

# KANTAR

### #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

**2.3Mio**

App users<sup>1</sup>

**450k**

Instagram followers

**5Mio Cups**

Sold per/month

**900k**  
**Transaction**

5-tier program to increase  
engagement & retention

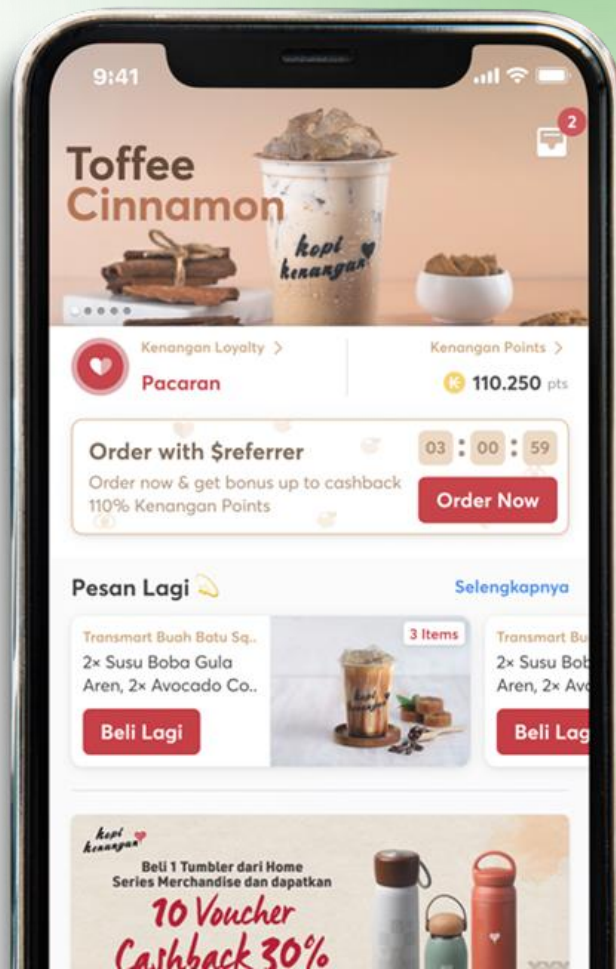
**4.9★**

100,000 reviews<sup>2</sup>

**70%**

Sales through digital channels<sup>3</sup>

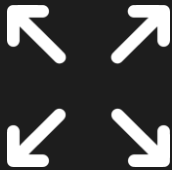
<sup>1</sup> As at Jul'22; <sup>2</sup> Play Store 87,000 reviews & App Store 13,000 reviews ; <sup>3</sup> Consists of Kopi Kenangan App and aggregators. As of 1H'22



**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

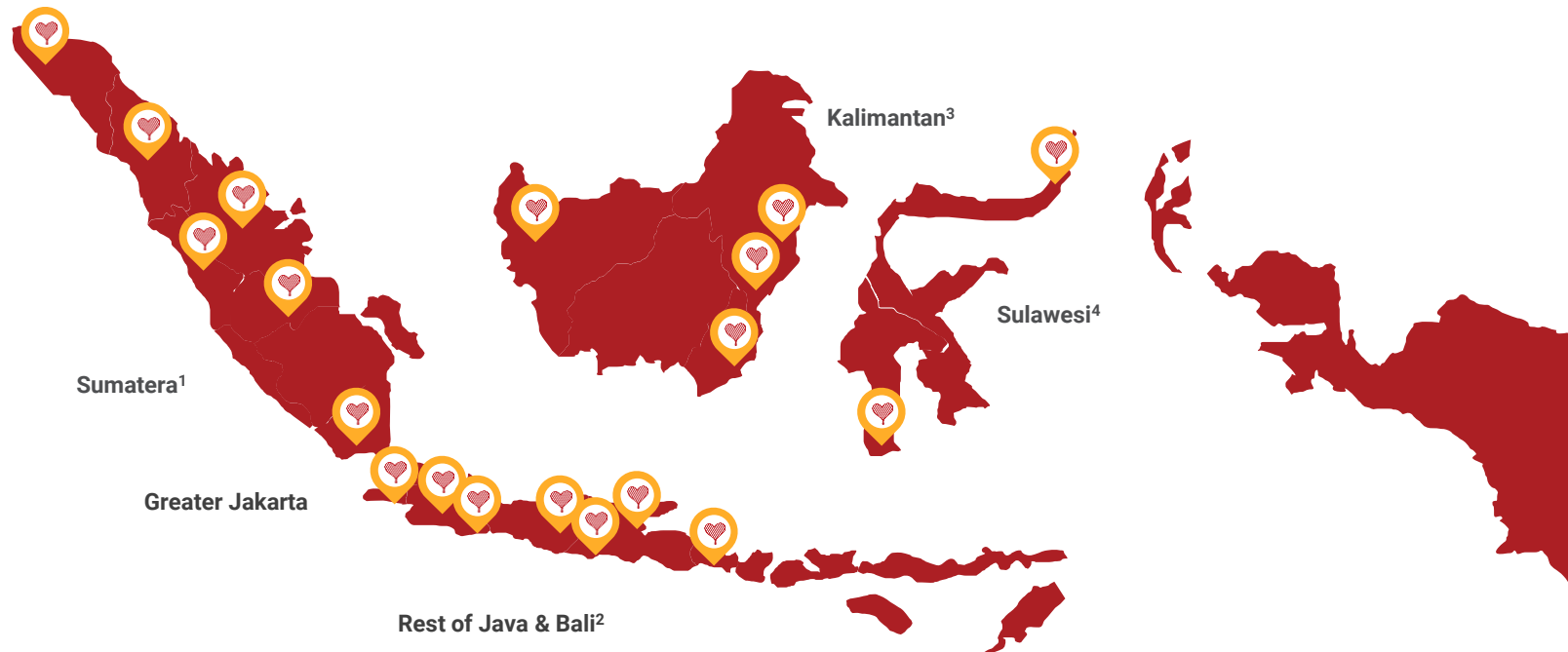
2020

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

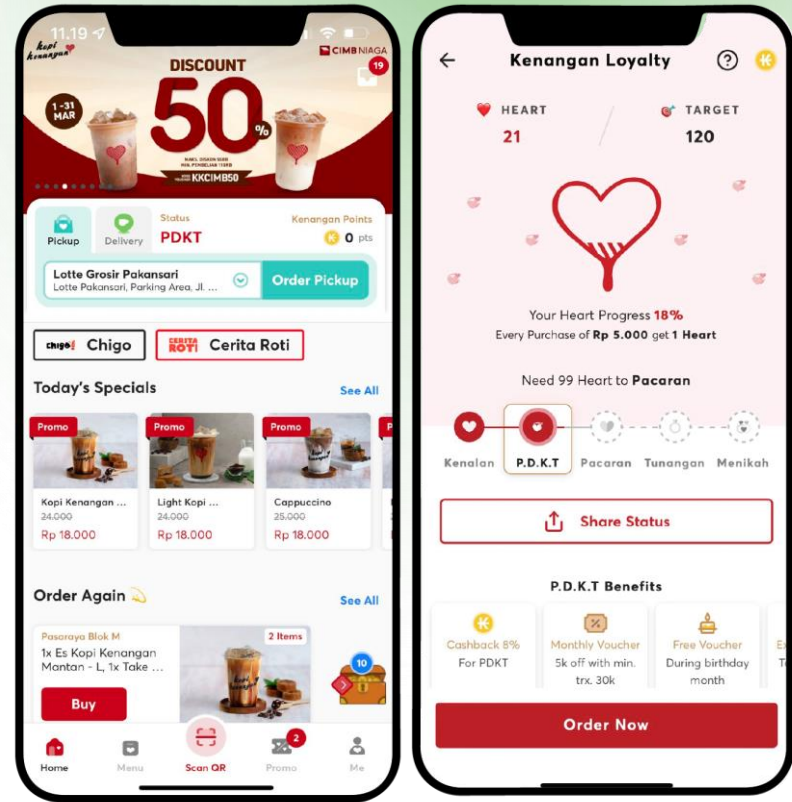
Single platform offering all products within Kopi Kenangan Group

## 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 <sup>1</sup>



**20  
to 30**

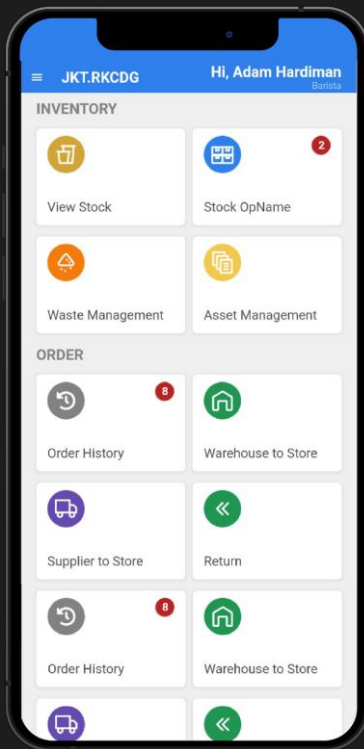
**Stores Opened  
per Month <sup>2</sup>**

<sup>1</sup> Annualized sales run-rate = monthly sales x 12 months; <sup>2</sup> 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

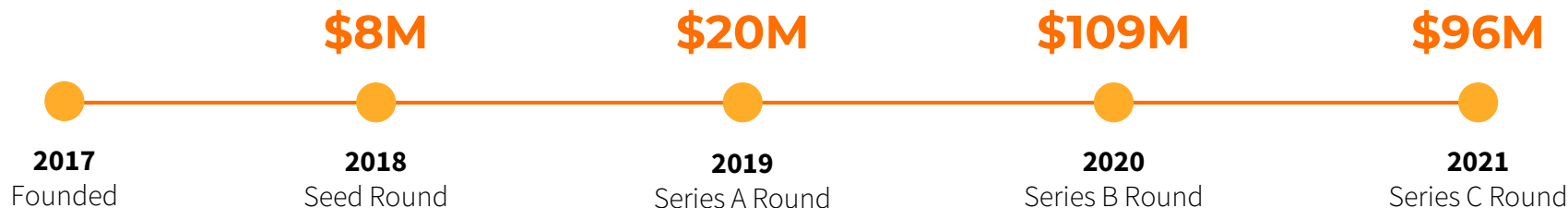
Shopee



PERTAMINA

KHAZANAH  
NASIONAL

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# Thank You