



REBORN COFFEE

Reborn Coffee, Inc.
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NASDAQ: REBN

Share Price ¹	\$0.56
Market Cap ¹	\$7.4M
TTM Revenue ²	\$4.3M
Net IPO Proceeds ³	\$6.2M
Shares Outstanding	13.2M
Float	2.83M
Insider Holdings	75.4%
Headquarters	Brea, CA

1. As of September 19, 2023

2. At June 30, 2023

3. IPO August 16, 2022

Reborn Coffee, Inc. is focused on serving high quality, specialty-roasted coffee at retail locations, kiosks, and cafes. Reborn is an innovative company that strives for constant improvement in the coffee experience through exploration of new technology and premier service, guided by traditional brewing techniques. Reborn believes they differentiate themselves from other coffee roasters through innovative techniques, including sourcing, washing, roasting, and brewing their coffee beans with a balance of precision and craft.

Overview

Roaster of Super-Premium Coffee Building Omnichannel Global Brand

- **Differentiated products** driven by extensive R&D process and use of techniques including bean sourcing, washing, roasting, and brewing
- Serve customers out of **14 owned store locations** and **4 kiosks** with strong pipeline of **new locations** in U.S. including **franchising plans**
- In 2023, rolling out café store format, enabling higher revenues per location driven by food sales
- In Q3 2023 announced the launch of **Reborn Café & Pet Social** with first location to be in Pasadena, CA
- Internationally, structured **several ventures** to build presence and brand
- **Incremental product revenues** expected to come from award-winning cold brew, ice cream, pour-over packs sold direct-to-consumer and in retail
- Expecting to **open up to 6 company-owned retail locations** by end of 2023
- TTM Revenues of \$4.3 million, and in 2022 generated average unit revenues of \$376,000
- Upsized IPO in August 2022 with net proceeds of \$6.2 million



Go-to-Market Channels



Retail Locations

- Stores & kiosks sell prepared brewed coffee and espresso beverages, food, and ground coffee, as well as pour over packs and related merchandise
- Customers return to Reborn each day to get their coffee, with a high frequency of visits in the 70%+ range, supporting expansion into new geographies



Ready to Drink (RTD) & New Product Innovation

- Reborn has developed pour over packs for the RTD market, which is expanding at a rapid pace
- Reborn has developed award-winning cold brew for the RTD market, which is expanding at a rapid pace
- Product expected to be sold through global hotel chains, on-line, & retailers



Direct to Consumer (DTC) & Wholesale

- Reborn has developed packaged beans and pour-over packs for sale DTC
- Sales via owned on-line site and through select commercial partners



Fourth Wave Coffee

- The Fourth Wave of coffee is a movement in which **every step** in the coffee-making process is **important**
- Each step is **optimized** through the lenses of both **science and art**, and social **responsibility** is considered with just as much significance
- **In-house green bean conditioning** technology is a unique and special **green bean processing** technology that distinguishes Reborn's coffee
- Training program offers **best-in-class coffee education** for employees

Retail Locations

- 14 retail locations strategically located in shopping plazas and upscale areas
- Focus is on creating an inviting store atmosphere which is designed for comfort and convenience
- Locations feature patios, contemporary design, and inviting atmospheres for socialization, study, and work
- Safe, clean and well-maintained stores with a personal experience that reflects the communities in which they operate builds a high degree of customer loyalty
- Products include award-winning coffee through in-house pour over and drip coffee, cold brew taps, and freshly ground coffee beans in espresso-made drinks



High Profile Kiosks



14 Retail Locations

Store Expansion

International

- Plan to open 4 overseas locations outside the U.S., targeting countries such as South Korea, Malaysia, & Dubai
- New location in Daejeon, South Korea will feature a specialty coffee shop that will highlight the 4th wave concept and a roasting R&D facility
- Established an equity joint venture with COLLECTIVE to expand and develop Reborn's coffee brand throughout Southeast Asia

Franchising

- Reborn team's prior experience building a large, global foodservice business will enable rapid scaling of franchise effort
- Franchise council consisting of a team of franchise experts to advise Reborn
- Plan to expand beyond California to additional states to create a national and global presence
- Registered an information disclosure statement with the Korea Fair Trade Commission (KFTC) to launch a franchising program in the country
- Will charge franchisees a non-refundable franchise fee and certain marketing and royalty fees based on gross sales
- Expect to begin franchise sales in 2024



2025 Expansion Targets

- Open up to 40 company-owned retail locations
- Open up to 20 franchised locations globally
- Open up to 5 Reborn Café and Pet Social
- Open 4 flagship locations in the U.S., targeting cities like San Francisco, San Diego, Houston, and Kansas City
- Open 4 overseas locations outside the U.S., targeting countries such as South Korea, Malaysia, and Dubai
- Joint R&D projects with coffee farms in locations such

as Hawaii and Colombia

- Launch new Reborn-branded products such as cascara tea packs, red tea bag packs, cold brew cans, and super-premium cold brew ice creams
- Expand B2B marketing to wholesale clubs and other major outlets and expand ecommerce marketing



Management & Advisory Board

Jay Kim - Chief Executive Officer

- Served as Reborn CEO since inception in 2014
- Previously founded Wellspring Industry which created the bakery-café franchise O'My Buns and the yogurt distribution company Tutti Frutti, which grew to ~700 agents worldwide offering self-serve frozen yogurt
- Owner of Coffee Roasters in Riverside, California
- Project manager for JES Inc. where he coordinated and managed environmental engineering projects
- B.S. in Chemical Engineering from California State University at Long Beach and followed a Chemical office basic at US Army Chemical School in 1988

Bill Koschak - Advisory Board Member

- Experienced and strategic corporate director and business leader
- Director experience founded on service with Boards of public and private companies, private equity-owned entities, and not-for-profits
- Corporate and business unit CFO and was previously a KPMG audit partner
- In 2023, he founded Advancement CFO, an advisory firm focused on financing strategies and raising funds for businesses in the public and private markets, scaling businesses, developing finance teams, accounting and reporting, and leading exits by sale or public offering