



REBORN COFFEE

NASDAQ: REBN

Investor Presentation

August 2023



Forward Looking Statements

This presentation has been prepared by Reborn Coffee, Inc. (Reborn or the Company) solely for informational purposes. This presentation includes, and management's responses to various questions may include, certain forward-looking statements, estimates, and projections with respect to the Company's anticipated future performance (collectively, "Forward-Looking Statements"). Words such as "estimates," "expects," "contemplates," "anticipates," "projects," "plans," "intends," "believes," "forecasts," "may," "should" and variations of such words or similar expressions are intended to identify Forward-Looking Statements. Forward-Looking Statements reflect various assumptions of the Company's management that may or may not prove to be correct, and are not guarantees of the Company's future performance or results. The Company's actual results could differ materially from those anticipated in the Forward-Looking Statements. The Company is not required and does not intend to update or alter any Forward-Looking Statements in this presentation or any other information that may be furnished to any recipient, whether as a result of new information, future events or otherwise. This presentation shall neither be deemed an indication of the state of affairs of the Company nor constitute an indication that there has been no change in the affairs of the Company since the date hereof or since the dates as of which information is given in this presentation. Certain information in this presentation is based upon management forecasts and reflects prevailing conditions and management's views as of this date, all of which are subject to change.

This presentation includes certain non-GAAP financial measures. These non-GAAP financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing our financial results. Therefore, these measures should not be considered in isolation or as an alternative to GAAP measures. You should be aware that our presentation of these measures may not be comparable to similarly-titled measures used by other companies.

Reborn Coffee: 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

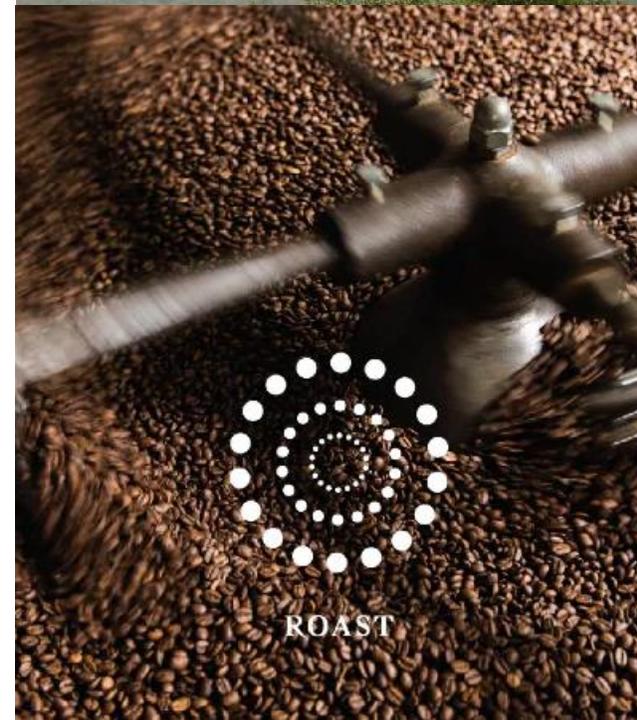
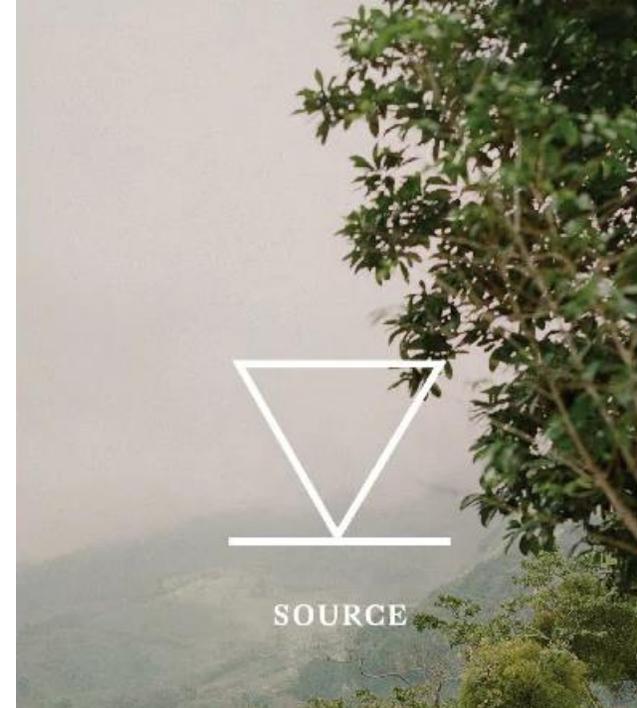
Our coffee is different because our approach is different. We believe if you want to provide an experience that leaves a person fulfilled in every way, you have to pay attention to every detail. And so, every step matters to us.

Welcome to Reborn



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



Unique & Special Green Bean Conditioning

Each step of the process represents a significant impact to the taste of the coffee from the aroma to the finish, carrying higher quality, and proven to be more complex and flavorful, yet clean and delicate in taste.

Reborn Signature Green Bean Conditioning

REBORN
WATER



1. Washing

Remove dirt, pesticides
and other impurities

Clean Cup



2. Activation

Amplifying coffee's own
distinct flavor

Rich & Smooth



3. Drying

Unifying moisture
level

Accurate Roasting

All for coffee to be in its **Best Form**



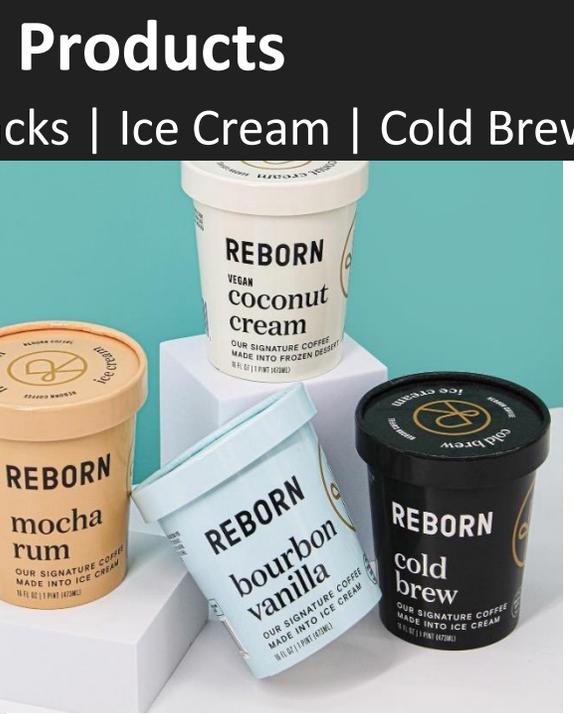
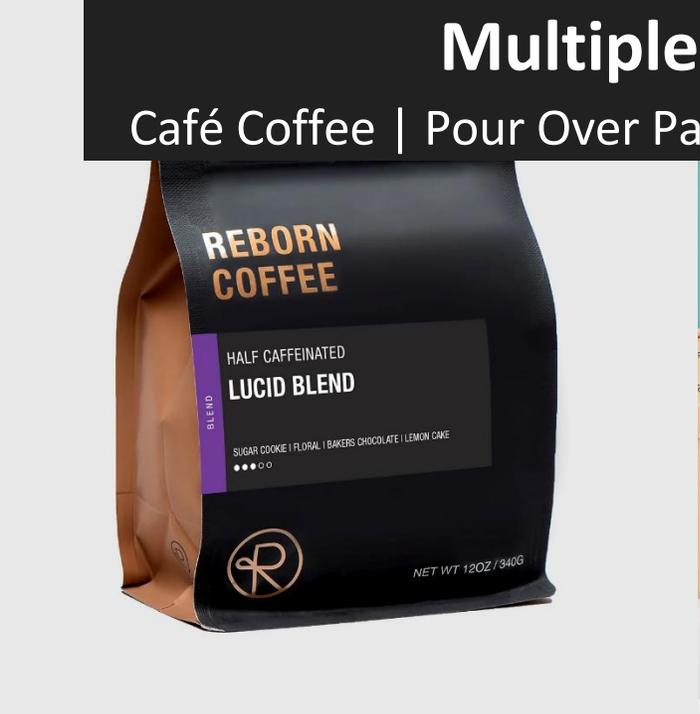
In-House Coffee Production Process





In-House Coffee Production Used for Multiple Products

Café Coffee | Pour Over Packs | Ice Cream | Cold Brew



Reborn's Cold Brew Coffee Is Award-Winning & Focused on High Growth Market

Reborn won "America's Best Cold Brew" by Coffee Fest two years in a row! (2017 Portland & 2018 Los Angeles)

The convenience and broad variety of flavors that cold brew coffee offers proves to be popular as consumers increasingly seek out on-the-go and premium options, whether on tap or available in ready-to-drink "RTD" options (such as cans and bottles)

20%

of the \$13.6 billion retail coffee market is represented by RTD cold coffee.

67%

Forecasts show the RTD coffee segment will experience 67% growth from 2017- 2022¹



Training Program

- Developed a best-in-class coffee barista education program
- Trains the next generation of Reborn baristas in the art of coffee and espresso beverage preparation
- Arms baristas with knowledge of the farm-to-counter roasting process
- Utilizes a state-of-the-art mock store environment to ensure employees are prepared as we continue to increase the speed of new store openings



Go-to-Market Channels



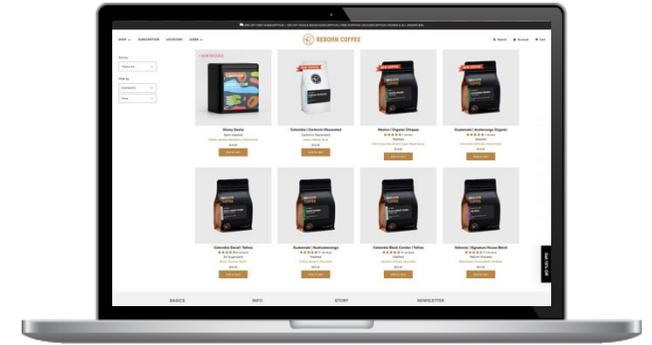
Retail Locations

- 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 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, and 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

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





BREA

3317 E Imperial Hwy. Brea, CA



LA CRESCENTA

3747 Foothill Blvd. La Crescenta
-Montrose, CA



CORONA DEL MAR

2933 East Coast Hwy, Corona Del
Mar, CA



MANHATTAN VILLAGE

3180 N Sepulveda Blvd. Manhattan
Beach, CA

Selected Current Locations



High Profile Kiosks



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
- Formed a 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



**Activation Events Within
Communities Drives Customer Loyalty
& Broadens Awareness of Reborn**

<https://www.youtube.com/watch?v=aTduLh76CHw>

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



- Existing Locations – Includes 14 locations in the Los Angeles metro area
- Targeted Future Locations

Management and Advisory Board



Jay Kim

Chief Executive Officer

Mr. Kim has served as the Chief Executive Officer of Reborn Coffee since the inception of the Company in 2014. In 2007, Mr. Kim previously founded Wellspring Industry, Inc., which created the yogurt distribution company “Tutti Frutti” and the bakery-café franchise “O’My Buns.” Tutti Frutti grew to approximately 700 agents worldwide that offered self-serve frozen yogurt. Mr. Kim sold the majority ownership of Wellspring to group of investors in 2017 to focus his efforts on Reborn Coffee. Prior to beginning Wellspring Mr. Kim was the owner of Coffee Roasters in Riverside, California from 2002 to 2007. Mr. Kim worked as the project manager for JES Inc., based in Brea, CA from 1997 to 2002 where he coordinated and managed environmental engineering projects. Mr. Kim worked as a Senior Process Engineer for Allied Signal Environment Catalyst in Tulsa, Oklahoma, from 1992 to 1997 where he coordinated and implemented projects related to plant productivity. He also acted as the leader in start-up plant to be based in Mexico for Allied Signal. From 1988 to 1992 Mr. Kim worked as the plant start-up engineer for Toyota Auto Body Inc. Mr. Kim has a 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. He was commissioned 1st. LT. of the US Army in 1986 and retired from the US Army in 1988.



Bill Koschak

Advisory Board Member

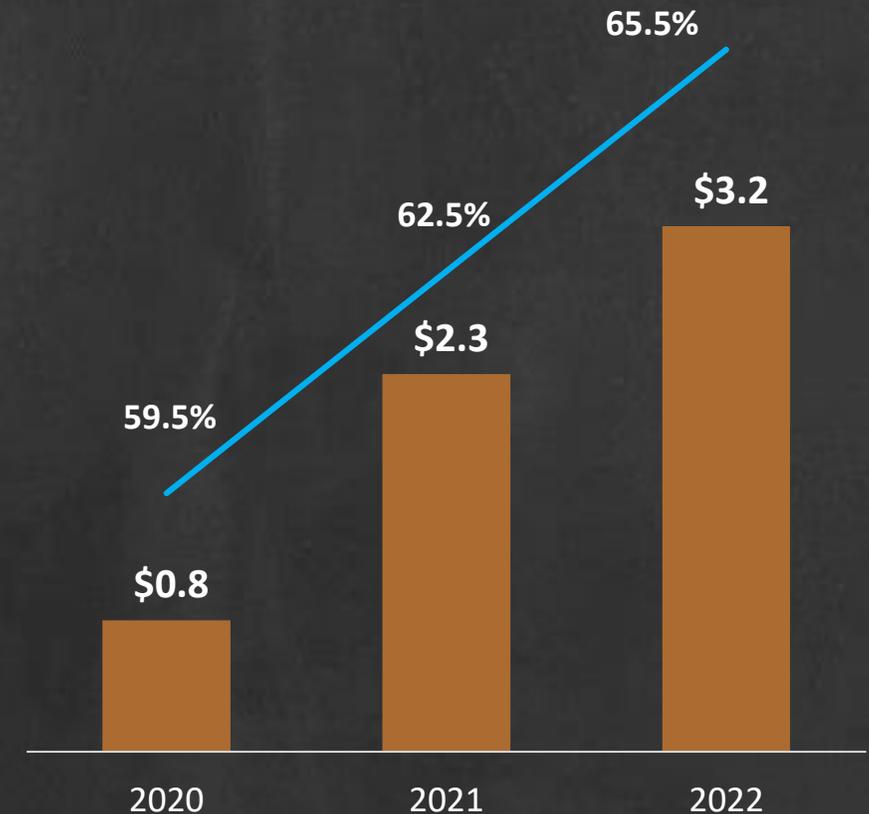
Mr. Koschak is an experienced and strategic corporate director and business leader. His director experience is founded on both his service and work with boards of directors of all types – public and private companies, private equity-owned entities, and not-for-profits. He has been both a corporate and 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. He was most recently the Chief Financial Officer of Calyxt, Inc., a plant-based synthetic biotechnology company, until its acquisition by Cibus, Inc. Prior to Calyxt, Mr. Koschak was the Vice President, Finance for the Brain Therapies business unit of Medtronic, plc and served as the Interim Vice President and General Manager for the Deep Brain Stimulation business segment for several months. Before Medtronic, Mr. Koschak held executive positions as the Chief Financial Officer of Young America Holdings, Vice President and Director of Finance at General Mills, and as an audit partner at KPMG LLP. For most of his 10 years with General Mills, he was Vice President, Finance for the Convenience Stores & Foodservice segment where for this food-away-from home segment of the business he drove a change in business strategy that doubled the business' operating profit margins. He was also a partner at KPMG where he focused on complex financial matters and financial trading, investment banking and consumer lending businesses. Mr. Koschak has deep financial expertise and experience in corporate and operating finance roles, fund raising, capital markets, M&A, accounting & reporting, and business strategy. He was recognized as a Notable Person in Finance by the Twin Cities Business Journal in 2021, as a CFO of the Year by the Twin Cities Business Journal in 2016, and currently serves on the boards of directors of 1st Financial Bank, Ample Health, Inc. and Second Harvest Orange County.

Select Financial Measures

\$ in Millions	Three Months Ended June 30		Six Months Ended June 30	
	2023	2022	2023	2022
Total Net Revenues	\$1.5	\$0.8	\$2.6	\$1.5
Total Operating Costs & Expenses	2.7	1.7	4.8	3.0
Company-operated Store Gross Profit	\$1.0	\$0.5	\$1.7	\$0.9
Company-operated Store Gross Margin	65.3%	64.1%	66.1%	62.7%
Adjusted EBITDA ⁽¹⁾	\$(1.1)	\$(0.9)	\$(2.0)	\$(1.4)
Net Loss	\$(1.3)	\$(0.9)	\$(2.3)	\$(1.5)
CAPEX	\$3.9	\$0.0	\$4.4	\$0.2

Revenue

(\$ in millions)



Store Financial Metrics

\$ in Millions	Three Months Ended June 30		Six Months Ended March 31	
	2023	2022	2023	2022
Net Company-operated Store AUV ¹	\$0.4	\$0.4	\$0.4	\$0.4
Company-operated Store Gross Profit	\$1.0	\$0.5	\$1.7	\$0.9
Company-operated Store Gross Margin	65.3%	64.1%	66.1%	62.7%
Company-operated Stores	14	9	14	9

¹ "Average Unit Volumes" or "AUVs" consist of the average annual sales of all locations that have been open for the entirety of the fiscal year presented. AUVs are calculated by dividing annual sales for the fiscal year presented for all such locations by the total number of locations in that base.



REBORN COFFEE

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NASDAQ: REBN

Share Price ¹	\$0.69
Market Cap ¹	\$9.1M
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

www.reborncoffee.net

1. As of August 22, 2023
2. At June 30, 2023
3. IPO August 16, 2022

Appendix

Adjusted EBITDA is a non-GAAP financial measure. Adjusted EBITDA is calculated by taking net income and adding back the expenses related to interest, income taxes, depreciation, amortization, and stock-based compensation, each of which has been calculated in accordance with GAAP.

Management believes that Adjusted EBITDA, when viewed with our results under GAAP and the accompanying reconciliations, provides useful information about our period-over-period results. Adjusted EBITDA is presented because management believes it provides additional information with respect to the performance of our fundamental business activities and is also frequently used by securities analysts, investors and other interested parties in the evaluation of comparable companies. We also rely on Adjusted EBITDA as a primary measure to review and assess the operating performance of our company and our management team.

As Adjusted EBITDA is a non-GAAP financial measure, it should not be construed as a substitute for EBITDA and net income (loss) (as determined in accordance with GAAP) for the purpose of analyzing our operating performance or financial position.