



ORIGINAL BUBBLE TEA FROM TAIWAN

FRANCHISE OFFER

1.1. ABOUT US

FORMOSA is the first chain of authentic bubble tea cafes in Lithuania. All teas and other drinks are prepared according to traditional Taiwanese recipes, which we perfect in Taiwan. We aim to reflect authentic bubble tea with a western twist to satisfy everybody's needs.

Bubble tea, otherwise known as pearl tea or boba, was developed in Taiwan in the 1980s. Therefore, our products come specifically from Taiwan. Due to its climate and mountainous terrain, Taiwan has perfect conditions for growing tea. The tropical climate also allows us to have endless exotic fruits from which we make concentrated juices that we use to make drinks. We are happy to cooperate with one of the best suppliers of bubble tea ingredients in the world, we maintain a close relationship, we constantly intern there, learn new things and bring something new to our customers every season.



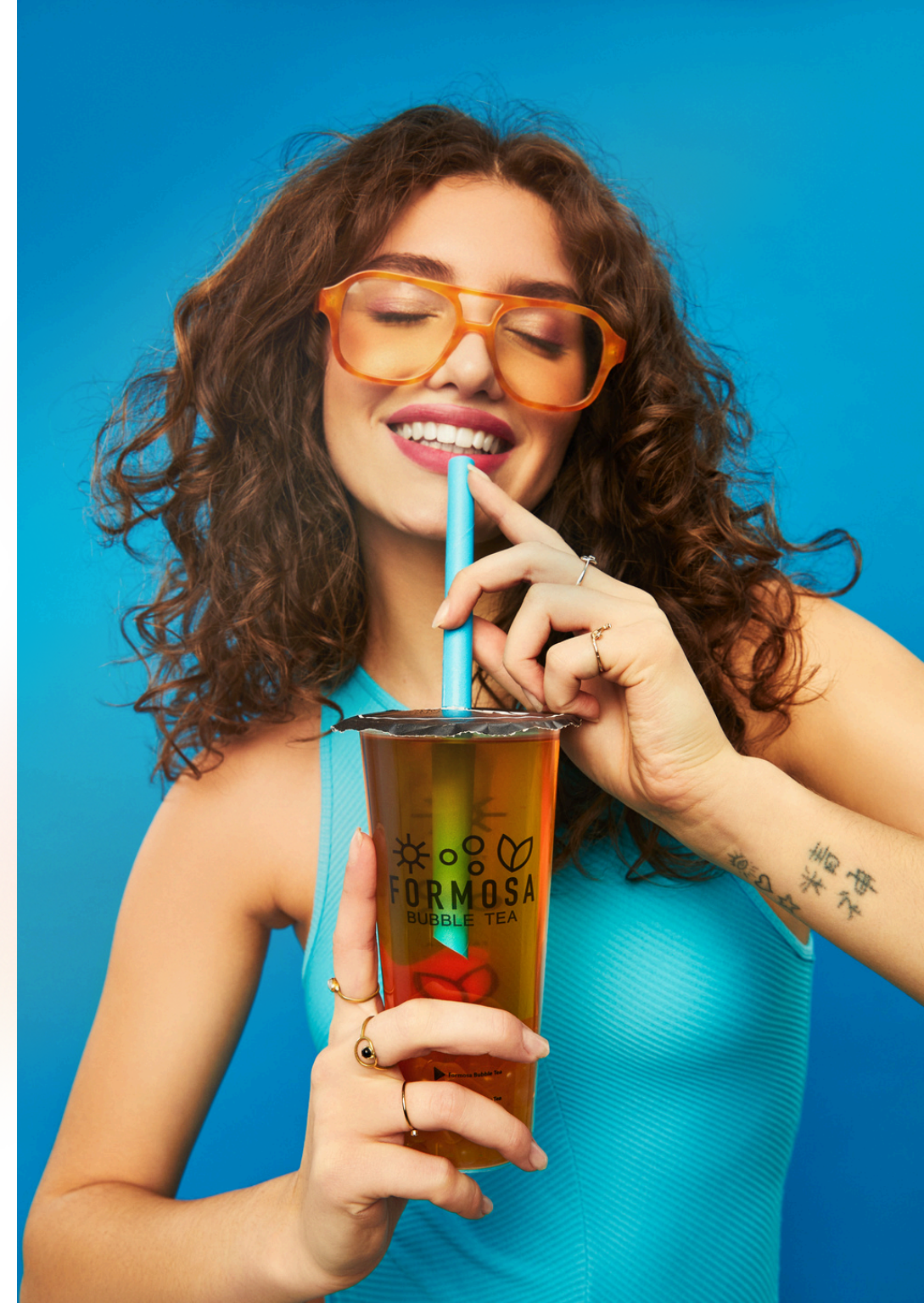


1.2. OUR MISSION

Our mission is to convey the flavors of Taiwanese bubble tea and help everyone discover their own. Our menu includes over 50 different drinks, from teas to smoothies. Each customer can individually choose not only various combinations of toppings, but also set the sweetness and temperature of the tea they like. Friendly baristas will always advise and help you choose, because the quality of drinks and customer service are our priority.

1.3 WHY IS IT CALLED FORMOSA?

In 1542, Portuguese sailors, on their way to Japan, stumbled upon an island that had not been marked on maps until then. Amazed by the beauty of the island and the vastness of the forests, they shouted: "Ilha Formosa", which means "beautiful island" in Portuguese. From then on, the island was called Formosa, which we now know as Taiwan. Our ORIGINAL logo WAS the outline of this island. The current logo consist of three icons which symbolize: the sun - the symbol of Taiwan, the tapioca pearls - the first bubbles from which bubble tea emerged and the tea leaves symbolize thea or the leaves can still symbolize that majority of our drinks can be vegan.





2 SUSTAINABILITY AND SOCIAL RESPONSIBILITY

2.1 SUSTAINABILITY

- We use reusable plastic cups. When buying a drink, the customer also pays a cup deposit.
- On each of the cups you will find the inscription 'I'm reusable', encouraging customers to bring the cup back to us after drinking the tea.
- The customer can return the cups to us and get the deposit back during the next visit.
- We return the money for the cup deposit in cash or by topping up in the money on our app, and the customer can use this accumulated money during the next shopping trip.
- We encourage customers and especially young people to be self-motivated and responsible.
- Every shop has integrated cup washing and disinfection system.
- The returned cups are washed, disinfected and ready for use again.
- We also accept broken or unusable cups, we take responsibility for destroying them, and at the same time we encourage our customers to take a responsible look at the environment.





2 MORE THAN 50 DIFFERENT DRINKS ON OUR MENU

2.2 WIDE VARIETY OF DRINKS

We are sure that everyone can find their favorite drink here! we have over 50 different drinks on our menu, which can be combined with various combinations of additives!

These are original, fruit, milk, cream and creme brulee teas and sherbet cocktails, coffees and exceptionally bright drinks of the Galaxy series! We are constantly adding new flavors to our menu, thus constantly surprising our customers by allowing them to taste as many different flavors of bubble tea as possible!

Many of our drinks can also be prepared in a VEGAN version, so we firmly believe that everyone can find their own drink from our menu!



2.3 BEST SELERS

1. BROWN SUGAR MILK DRINK

Top 1 drink selection not just in Lithuania but ir hole wide world-a real treat for those with a sweet tooth.

2.GALAXY ' KISS OF THE UNIVERSE'

An exclusive, refreshing and very popular among teenagers, a bright drink in two alternating colors.

3.PASSION FRUIT TEA

Bright tropical taste, sweet and refreshingly sour, the purity of the drink is revealed by the passionflower seeds in the drink.

4.TARO MILK TEA

An exclusive and unique taste of Taiwan. Taro is a root vegetable, but it tastes like nuts, coconut, and cookies with hints of sweet vanilla.

5.MATCHA MILK TEA

You probably don't need to say much about matcha, it's a strong, unique taste, tonic drink!



2.4 SECRET MENU

We love our loyal customers so much that we created a secret menu especially for them.

The menu consists of various combinations of drinks that are not found in the regular menu and are available only to those who have joined our loyalty program.



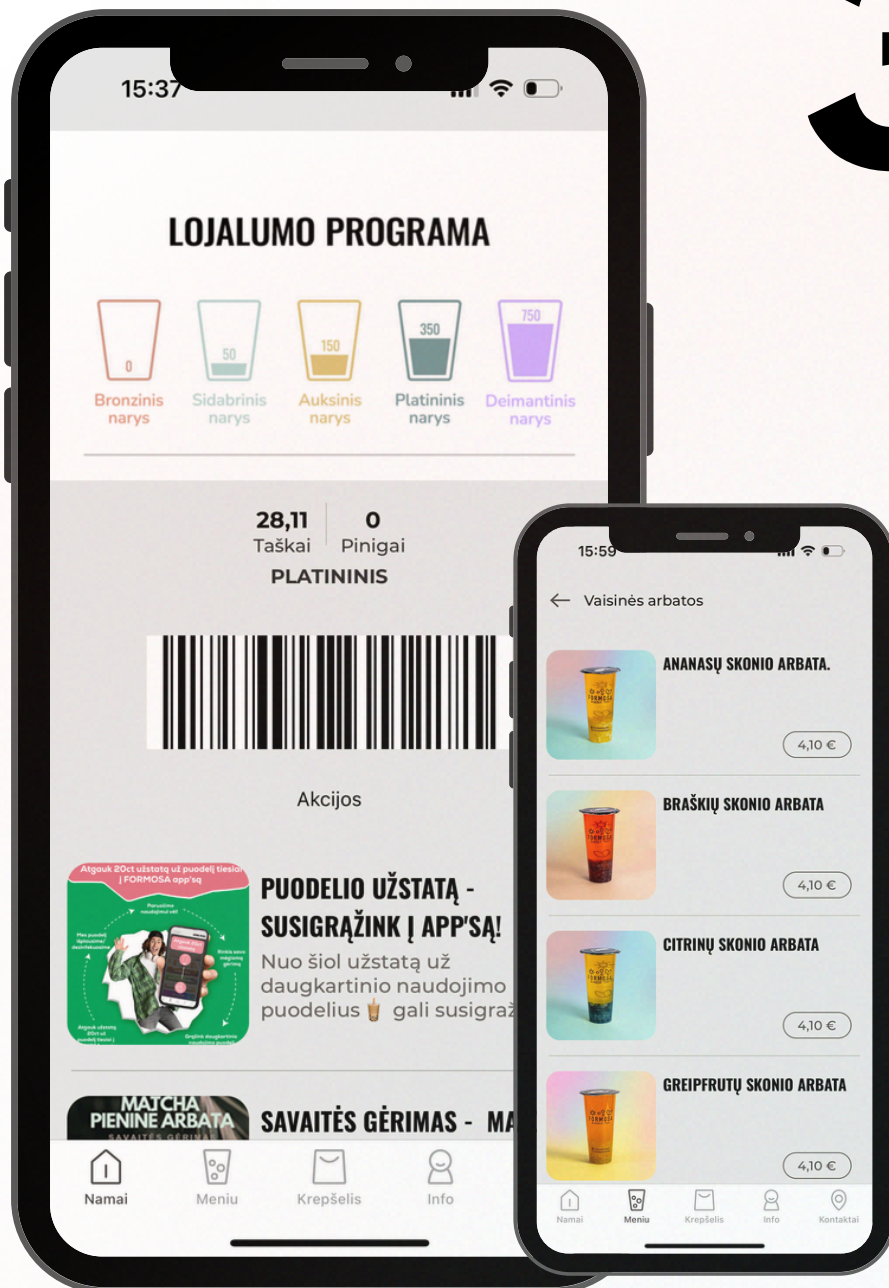
3

LOYALTY PROGRAM

WHAT WILL YOU GET WITH OUR MOBILE APP?

LOYALTY PROGRAM ON SMARTPHONE

- The Formosa Bubble Tea mobile app can be downloaded from the Apple Store or Google Play.
- For new loyalty program members, the loyalty program starts with a bronze member and goes up to platinum. From each purchase, part of the money returns to the app, which the customer can use during the next purchase.
- Secret menu.
- See in real time how many points you have accumulated and the status of your loyalty program.
- Top up your virtual account or gift virtual money to your friend with whom you can pay at our points of sale.
- Don't wait in line anymore - order a drink through the mobile app, pay for your order through bank and pick up the drink at the point of your choice at the time of your choice.
- Find out where our nearest point is and what are its working hours.
- Find out about our news first, and get special offers only for members of the loyalty program.





4 OUR SHOP EXPERIENCE



4.1 DESIGN & VIBES

We create the design of our shop in such a way that the design and the atmosphere we create are interwoven into a whole - to meet, communicate, have fun surrounded by friends and tasting your favorite bubble tea drinks. It is a place where a young person feels comfortable, free and unrestricted. Neon signs, and industrial-type interior, LED lighting and the greenery of palm trees and other plants create a modern, cozy, Instagram-like place loved by young people - it's like chill lounge, a perfect place to stop for bubble tea lovers. We don't just serve bubble tea - we live and breathe it, and our stores are full of youth and vigor.



4.2 DESIGN ELEMENTS

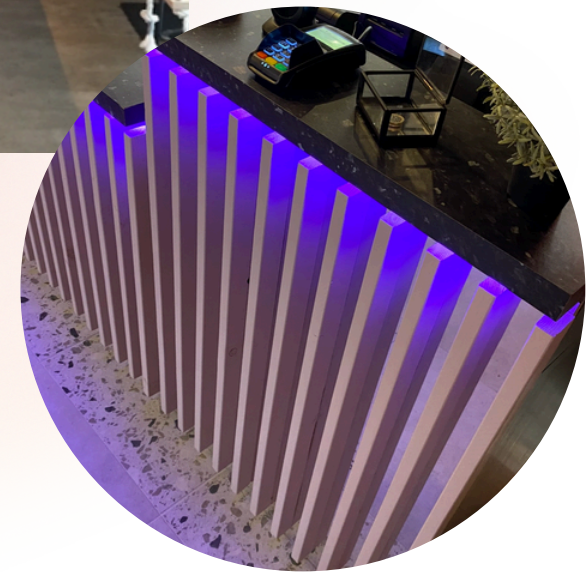
Colors, LED lights and neon signs is a vital part of the design, bold and playful, meant to resonate with the present moment. It's not limited to walls and can be applied anywhere. Customers enjoy intricate designs while sipping bubble tea for an exciting and inspiring atmosphere.



NEON SIGNS



INSPIRING CREATIVE NOTES



LED LIGHTS



**5 WE ARE CONSTANTLY GROWING AND
DARING TO BE DIFFERENT**

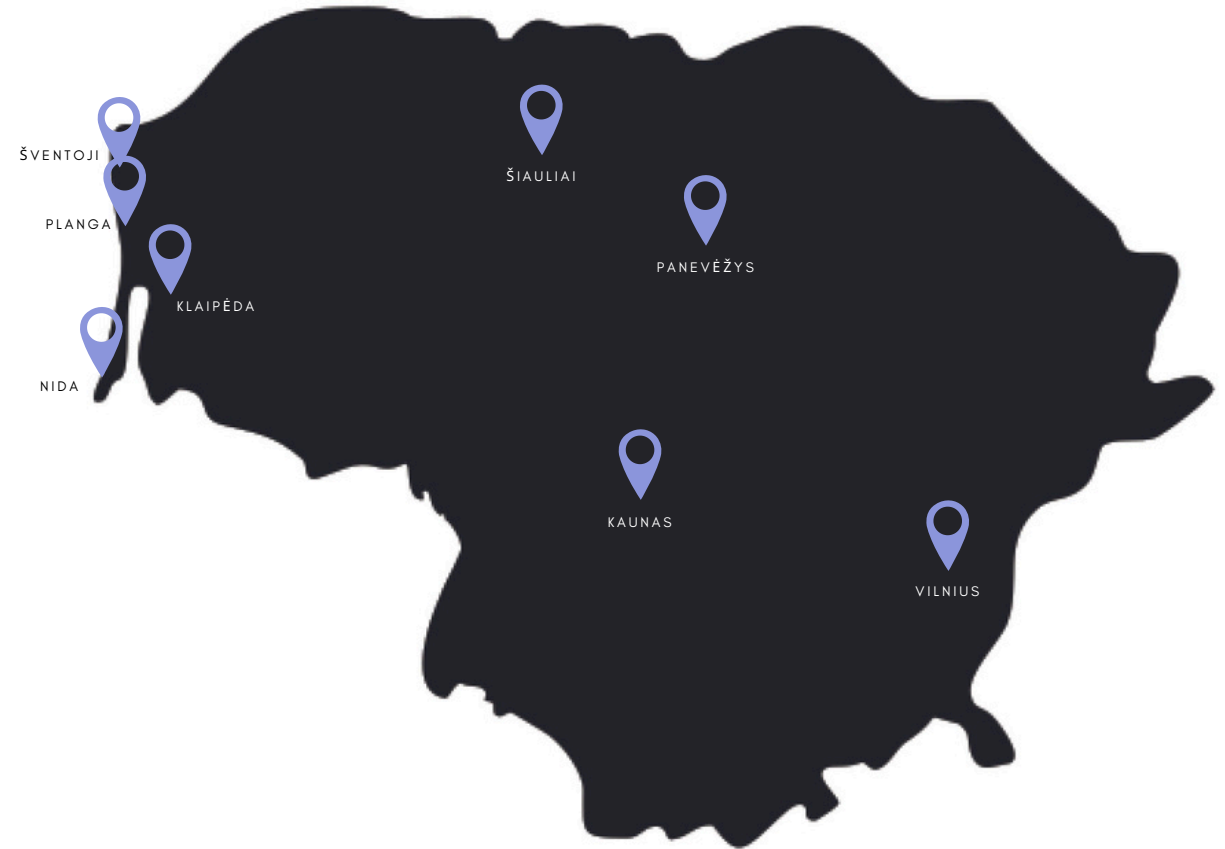
5.1 WE ARE CONSTANTLY GROWING AND DARING TO BE DIFFERENT

- EVERY YEAR WE TRAVEL TO TAIWAN TO MEET WITH SUPPLIERS TO UPDATE OUR ASSORTMENT.
- WE MAINTAIN CLOSE CONNECTIONS WITH OUR SUPPLIER AND HAVE EXCLUSIVE RIGHTS IN BALTIC COUNTRIES. WE ARE ALWAYS UP TO DATE ON WHAT DRINKS ARE TRENDING AT THE MOMENT
- WE ARE A BRIGHT, ENERGETIC AND CONSTANTLY EVOLVING BRAND.
- WE ARE CONSTANTLY IMPROVING DRINKS AND THEIR RECIPES, LISTENING TO NEEDS AND TRYING TO MAINTAIN CLOSE CONNECTIONS WITH CUSTOMERS EVERY DAY.
- WE FOLLOW YOUTH TRENDS AND TRY TO KEEP UP WITH THEM. THIS IS REFLECTED IN THE INTERIOR OF CAFES AND THE UPDATE OF BEVERAGE TRENDS AND THE YOUTHFUL COMMUNICATION OF OUR BARISTAS.



UNSTOPPABLE GROWTH

Since its inception in 2016, Formosa bubble tea has grown from a single shop in Vilnius to becoming the biggest bubble tea chain in Lithuania, with more than 20 shops operating in Lithuania. Now you can find our shops in the biggest Lithuania cities like Vilnius, Kaunas, Klaipėda, Šiauliai, Panevėžys and sea side Palanga, Šventoji, Nida.





WE OFFER TO YOU

- To be a part of our well known brand in Lithuania.
- Our experience and knowledge on how to run a succesfull business.
 - Quality ingredients straight from Taiwan with the best price delivered directly to your shop weekly*.
 - All necessary training, as well as, updated, new recepies and any necessary consultation in the future.
 - To be a part of our marketing in social media, website, google, mobile app and etc.
 - Interior designe and plans by our designer*.

CONDITIONS FOR THE ACQUISITION OF FRANCHISES

ONE TIME FRANCHISE FEE

10.000 Eur

INVESTMENT

60,000Eur
(depends of the shop's size)

CONTRACT DURATION

5 years
(with opportunity to extend it)

ROYALTY FEE

5% from sales

MARKETING FEE

1% from sales

POSSIBLE TERRITORIES

Lithuania (except Klaipėda region),
Latvia, Estonia and more