



HASS COFFEE EXPRESS  
EXPRESS

# Expansion Roadmap & Rollout Model

Investor Briefing · Modular Coffee Kiosk Network

More than fuel. We fuel your day.

# Premium coffee, built as infrastructure.

Hass Coffee Express is a modular kiosk system engineered for high-traffic locations — fuel forecourts, airports, business districts, universities and intercity corridors. We replace inconsistent third-wave cafés with a brand-grade, drop-in 3x3 m unit that delivers specialty coffee in under 90 seconds, every time, anywhere.

**\$1.4T**

GLOBAL COFFEE MARKET

**9 m<sup>2</sup>**

PER-KIOSK FOOTPRINT

**<90s**

AVG. ORDER TIME

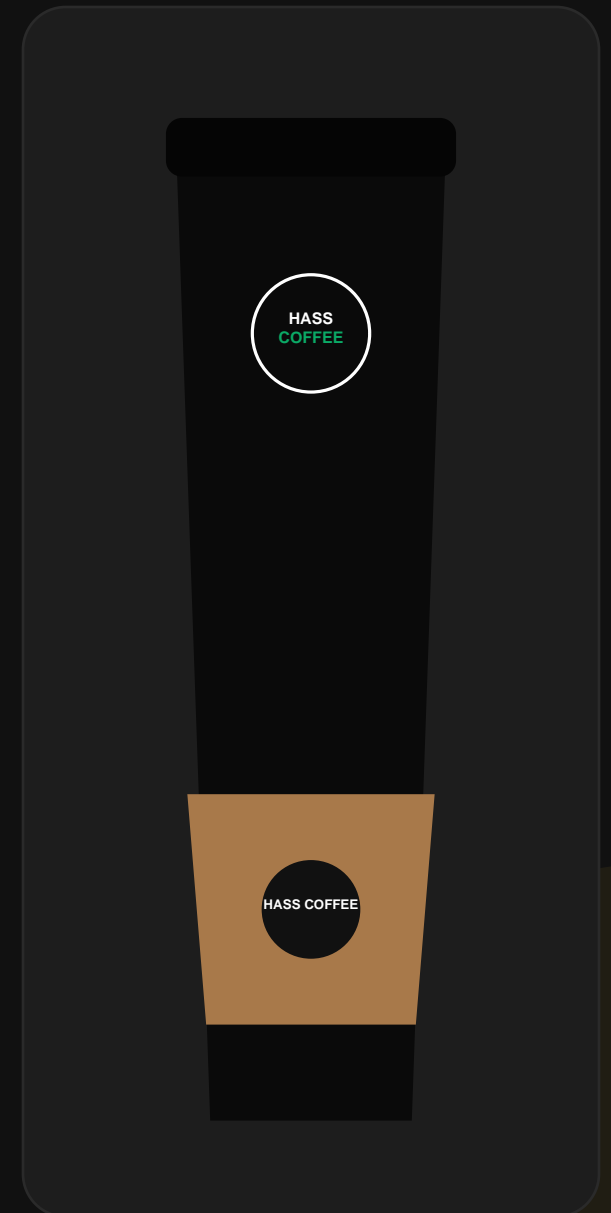
**7 days**

INSTALL TO FIRST POUR

# One cup. One brand. Every market.

The signature 16oz matte black cup with kraft sleeve, branded lid, and centered circular logo is the same in every customer's hand — pilot site or 50th-country location. Brand consistency is enforced by central manufacturing and a fixed packaging system.

- **16oz · 12oz · 8oz**  
Cup sizes
- **Matte black + kraft**  
Material system
- **Black dome lid**  
Sip-through, leak-resistant
- **Single supplier**  
Centralized procurement



# Modular kiosks. Drop-in install.

Pre-built 3x3 m units arrive ready. Site selection, permits, manufacturing, install and training run in parallel — first pour in ~7 days from arrival.

01

## Site selection

Footfall, permits, anchor partner.

02

## Permits + Manufacturing

Run in parallel.

03

## Install + Commissioning

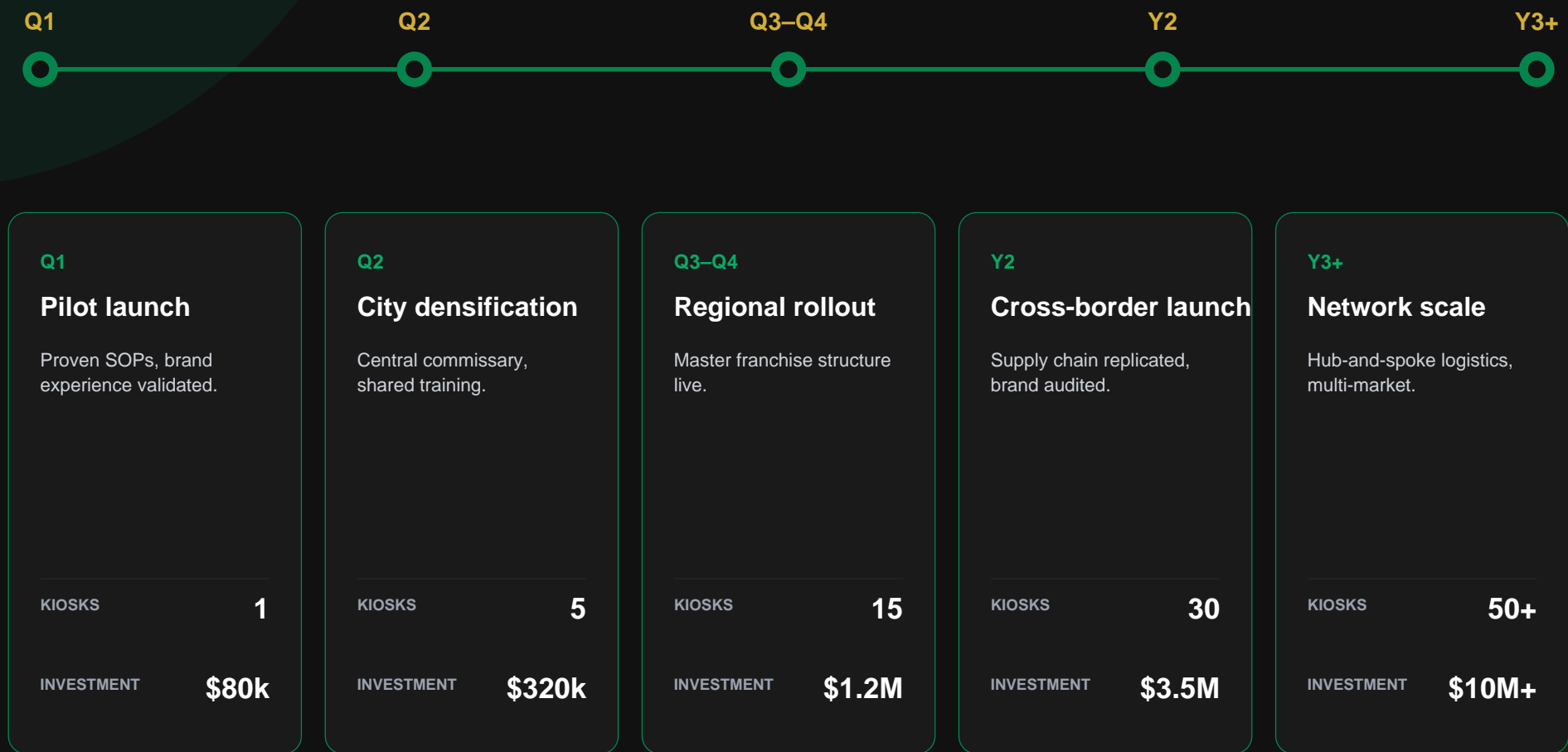
Utilities, signage, POS live.

04

## Training + Soft launch

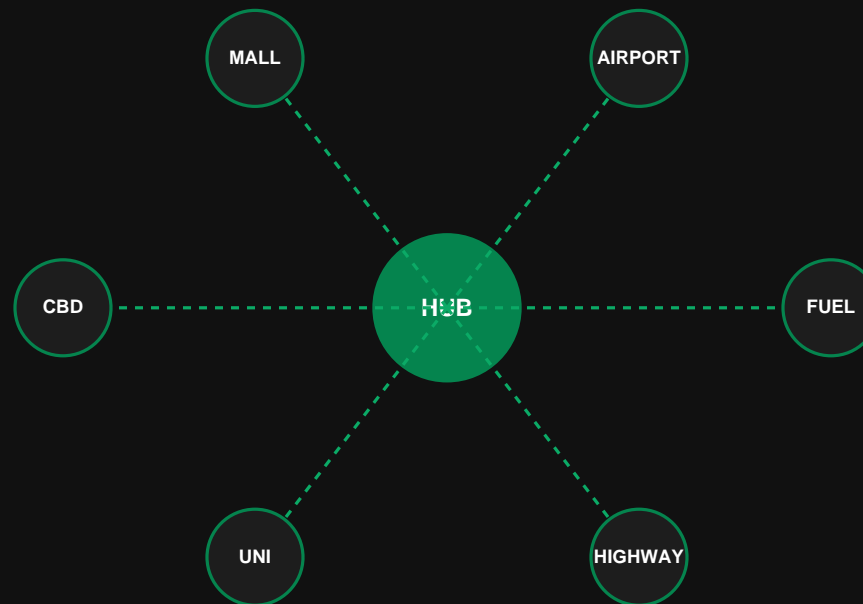
Barista SOPs, supply chain.

# Q1 to Y3+ — staged, de-risked growth.



# Hub-and-spoke. Replicated, not reinvented.

Each market starts with a flagship anchor and expands through identical units. Supply chain, training and reporting are centralized; operations are local.



PILOT

1–3 kiosks

REGIONAL CLUSTER

4–15 kiosks

MASTER FRANCHISE

15–50 kiosks

MULTI-COUNTRY

50+ kiosks

# Become a partner.

We're inviting capital partners and master franchisees to join the next 24 months of expansion across the GCC, East Africa and Southeast Asia. A short conversation maps the right route in for your market and capital profile.

## TIER 01

### Master Franchise

Country-level rights, \$3.5M+ commitment.

## TIER 02

### Regional Operator

Multi-city cluster, \$1M–\$3M.

## TIER 03

### Single-Site Partner

Anchor flagship, \$80k–\$320k.

## Start the conversation

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