

easyCoffee TO GO

LIMITED
OFFER

A **TAX EFFICIENT** BUSINESS OPPORTUNITY
INITIAL COMMITMENT FROM **ONLY £12,000!** **
EARN 35% AVERAGE ANNUAL RETURN*



AN **INNOVATIVE** CONCEPT. BUILD YOUR OWN
PROFITABLE BUSINESS WITH **easyCoffee**

*Based on average of 50 cups per day sold at a retail price of £1.60, with 6 year machine life.

**Plus set up charge of £750 + VAT = £900

LIMITED **FIRST OFFER** | **EVEN HIGHER RETURNS POSSIBLE**
WITH LOAN FUNDING WE CAN INTRODUCE VIA **FRANCHISE FINANCE**



Franchise Finance is an award-winning team and all loans are subject to their usual terms and conditions. It is authorised and regulated by the Financial Conduct Authority, no: 627385.



An exciting new **business opportunity** from **easyCoffee**
Discover how to **profit** from your own **personal franchise**

We are seeking franchisees for our **coffee machine packs**
Serve fresh arabica Fairtrade coffee at **great value** prices
Earn **immediate income** after location of your machines



35% AVERAGE ANNUAL RETURN...

Better returns than deposits in the bank.
Higher returns are possible. Please refer to the section 'Financing your machines'.

44% IRR...

Very attractive internal rate of return

ACHIEVE HIGH PROFITS...

Provides a **proven revenue stream**.
Start earning from day one.

FULLY MAINTAINED...

Regular machine cleaning, coin collection and **auto** stock replenishment.

SMALL FOOTPRINT...

Self contained **self serve** unit.
Low utility costs. Easy to locate.

SUPER RELIABLE...

Capable of **consistently delivering hundreds** of quality drinks daily.

INCREASE PROFITS...

Find or use your **own sites** to benefit from **larger** proportion of the revenue.

EASY TO MANAGE...

Simple ingredient ordering and **quick** access to check product levels.
No stress, **automated payment**.



Co-Founders of easyCoffee

Nathan Lowry | CEO of **easyCoffee**
Sir Stelios Haji-Ioannou | Chairman of **easyGroup**



WHO WE ARE

easyCoffee is a new business venture from the team at **easyGroup**, founders of the ground-breaking **easyJet**. In the same way that **easyJet** took on the big airlines with its high value low-cost proposition, **easyCoffee** is set to revolutionise the high street coffee market. The habitual drinker of coffee can **save hundreds** of pounds a year when enjoying **easyCoffee** drinks. Our machines charge competitive prices of **only £1.60**, and we use premium arabica **Fairtrade** blended coffee beans.

OUR MACHINES

We are offering a limited edition issue of 150 franchise packs to select applicants on a first come basis.

Your franchise pack contains one tower machine or two table-top pod machines at the franchisor's discretion plus POS and marketing support.

Call: **0333 433 0322** | Email: **togo@easy.Coffee**

Apply: **www.easyCoffeeToGO.com**

GREAT MACHINES

Featuring bright and modern illuminated imagery, vibrant all over graphic wraps and a user friendly touch screen interface with impactful adverts.

GREAT TASTE

Our special arabica Fairtrade coffee beans, freshly ground at the push of a button. Serves all the popular options including decaf, plus tea and hot chocolate.

GREAT RETURNS

The more drinks you sell, the more profit you make; add thousands to your income for minimal effort!

GREAT TRAINING

Site owners are given full training and support for installation, maintenance and regular cleaning.

GREAT SERVICE

We offer a dedicated customer service support team, regular cleaning and coin collection visits.

GREAT TELEMETRY

Machines are monitored in real time by our team of vending specialists to track sales and performance.

GREAT SUPPORT

Supply of point of sale materials designed to help increase footfall and encourage extra coffee sales.

**GREAT
COFFEE
for LESS**



Ideal for busy locations such as **retail stores | business premises | petrol stations | universities shopping malls | leisure centres | travel hubs | sport clubs | hospitals | colleges | libraries**

 £1.60	 £1.60	 £1.60	 £1.60	 £1.60	 £1.60
SINGLE ESPRESSO	DOUBLE ESPRESSO	BLACK AMERICANO	WHITE AMERICANO	FLAT WHITE	CAPPUCCINO
 £1.60	 £1.60	 £1.60	 £1.60	 £1.60	 £1.60
LATTE	MOCHA	BLACK TEA	WHITE TEA	HOT CHOCOLATE	CHOCOMILK

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THE EQUIPMENT

Our **self-serve** hot drink machines provide a perfect way to offer fresh **bean-to-cup easyCoffee** to your customers. Ideal for unattended spaces with a limited footprint, they help turn even the smallest of areas into a **profit generator**. The **easyCoffee** franchise pack works in a variety of high footfall locations, can take all forms of payment, and all drink sales are tracked in real time via our **advanced telemetry**.

MAKING IT WORK

We arrange delivery of your machines to your chosen location. The machines are rated **A* energy efficient** with **minimal wastage**, and we provide a regular cleaning and coin collection service. **Online ordering** of the consumables is fast and simple, and delivery is organised and paid for by **easyCoffee within 48 hours** via automated systems. This includes **all ingredients** and disposables such as coffee, tea, hot chocolate, freeze dried milk and sugar, plus branded cups, lids and drink stirrers.

INCREASING YOUR SALES

The site will have access to **our team of brand champions**. They also help install the **marketing activation pack** and continue to provide great **point of sale** materials and promotional advice to help achieve maximum cup sales.

BRAND REASSURANCE

In line with our brand name and heritage, we want your machines to be easy to manage and easy to access. You will benefit from association with the **easy** brand. Customers love the brand and associate it with positive and exciting experiences, such as their **easyJet** travel and holidays. They understand our brand values of **challenging** the existing coffee brands and striving to **offer simplicity and good value**.

TOTAL MANAGEMENT SERVICE

We **survey selected premises** to identify the ideal location. We **approve the premises** before each machine is installed. You may propose your own site or suggest a suitable location. Once our team have installed the machine and provided maintenance training, a machine can **immediately start selling coffees** and hot drinks! The business can run itself, but we monitor performance continually.

YOU ARE IN CONTROL

We ensure that every machine sold is monitored by our **in-built telemetry**, and technical issues are identified remotely in real time. As an approved franchisee, you will **receive monthly reports** and financial statements. Individual access to telemetry will be available as soon as practical. Your share of the previous month's income will be **paid monthly**.

ACTIVATION MATERIALS in each franchise pack can include **pavement sign | posters | floor mats | projecting sign | window vinyls | flyers | shelf wobblers | drink tokens + complimentary coffee beans**.



AND WHAT WE LOOK FOR IN SITING OUR MACHINES...

- A location for the machine within 3 metres of the site entrance or area of highest footfall
- 13amp power source, a water supply and storage for the cups and consumable supplies
- Priority space for marketing materials such as window graphics, signage and leaflets
- Commitment to promote the drinks, and maintain a high level of tidiness by machines

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Apply: **www.easyCoffeeToGO.com**

DID YOU KNOW?

- The **UK coffee shop market** is dynamic and **rapidly growing**. After 18 years of continued considerable growth, this market is **one of the most successful** in the UK economy.
- The **total UK coffee market** is estimated as over 23,000 outlets and UK consumers spend **£8.9 billion** every year on coffee, with **37% sold** from unattended drink machines.
- The **UK branded coffee** market is expected to grow at 6% compound annual growth rate (CAGR) by 2021, with sales forecast to **grow by 12% CAGR** to exceed £6 billion.
- UK drinks over **17 million cups of coffee a day**.



THE FRANCHISE PACK OPTIONS

You can start your **easyCoffee** franchise business by investing in a single franchise pack, or multiple packs to increase the scale of your business. Once you have been approved as a licenced franchisee, you can **expand your business** and invest in further packs. Purchase more than 10 packs and find out how to benefit from discounted prices.

1-10 machine packs	£12,000 per pack
10+ machine packs	Ask for bespoke terms

The funds will be held in our solicitors client account on behalf of the franchisor and will be drawn down by us to pay any deposits and the remainder on delivery to the site.

LIMITED FIRST OFFER

To ensure **each franchise opportunity** meets our site location pipeline this offer is limited to **150 machines**.

SET UP CHARGES

There is a set up charge of £750+VAT per machine (£900) and it covers the following matters which are dealt with by the franchisor's solicitors; supervising the execution of the machine agreement, registration of the licence including approval as a licenced franchisee. It also covers checking that a location report exists for each machine and a marketing activation pack will be available at each selected site. It also include our lawyers administrative costs in connection with holding franchisee funding pending delivery of each machine. Our legal advisors will be acting solely on behalf of the franchisor in carrying out these functions.

TESTIMONIALS FROM SOME OF OUR SITE OWNERS



*"I decided to partner with the **easy** brand because it is trusted. Shoppers know it represents value and quality, and they associate it positively with their holidays."*

SPAR retailer, Raj Aggarwal



*"The coffee from our **easyCoffee** machine is excellent. We've had great feedback from customers and these hot drinks support our new food to go options."*

POST master, Abdul Patel



*"**easyCoffee** served in our store is really popular and attracts lots of our locals. The support is great and we've now had one installed in our other shop too. Thanks."*

NISA retailer, Anil Pankhanja

OUR COMMITMENT

Investors in **easyCoffee** have already invested over £2 million to help develop the business and grow our brand. You can now enjoy the opportunity of a long-term business relationship and share in the **easyCoffee** success.

ASSETS YOU CAN TOUCH

This is a business where you can play an active role if you choose. It is a genuine alternative to property or the stock market. Your machines can be viewed at any time, and you can experience them being used by genuine customers. You can also suggest new locations to us, which may be near to where you work or live. You can introduce site owners and we will follow them up and effect any agreements necessary. If you site the machine in your own premises, your returns will greatly increase as you will not be sharing with a third party site owner.

FINANCING YOUR MACHINES

It is possible for franchisees setting up their business to borrow where possible, to expand their operation. The use of a loan reduces the amount of investment that you need but increases the risks as lenders would typically have security over your assets and the first right to any free cash flows. Whether finance is suitable for you is a matter you need to discuss with your own accountant or financial advisor but vending machines are a well-established part of the consumer market and there are many lenders who provide equipment funding.

COMPARING YOUR OPPORTUNITY

When you invest in SEIS, your initial tax relief is 50% and with EIS it is 30%. In those cases, unless you are directly involved in the company you will not be playing any active role. Assuming you are a higher rate taxpayer, you get an initial capital allowance of 45%, which can be set off against the purchase of machines or in certain instances, other income including being carried back to earlier tax years. Please discuss this with your own accountant or financial advisor. The investment can be made either as an individual, through a company or partnership. Your business immediately starts generating income which you receive. You are in control rather than other people and for that reason, investors who would like to be involved in a business they completely own may find this opportunity particularly attractive. As an example, if you borrow 50% of the cost of your machines over a 3 year period at an interest rate of 6%, your average annual return will increase to 64%, and your IRR to 61%.

ACCOUNT SUPPORT

You get your own account manager who works with you to grow your business as big as you want and to make sure your machines are performing up to the standard required. Remember that you can buy more machines at any time to help grow your franchise business. You do

not need catering or retail experience when you have our full support so you can run your own easy coffee business from your armchair. We can also provide you with all the training needed if you wish to understand the workings of your machine and how it delivers money for you.

CHARITY

The **easyCoffee** team works with charities that benefit from our machines. You can tell us which charity you would like to have a machine and we can put that machine in their premises with a discrete nameplate showing that you are the donor. If you were thinking of giving to charity and you would like to see your charitable gift at work, then providing an **easyCoffee** vending machine can be a rewarding charitable gift. The charity should get all the net income from the machine free of tax. You get full tax relief on the value of your gift and we deliver and install the machine. Where charitable gifts are concerned we reduce our management fee by 10% per annum.

TAX EFFICIENT

The machines should qualify for 100% capital allowances. Business property relief (IHT) may also be available. For more details, speak with your accountant or financial advisor. Charities and SIPP's receive all income free of charge and as a result can achieve even higher returns. Commitment to our franchise opportunity can be made as an individual or a company or a partnership.

NON TAXPAYERS

Entities which do not pay tax on their income like charities and Self Invested Personal Pension Schemes (SIPPS) achieve higher returns than tax payers as a result of the benefit from receiving their share of vending income without a tax liability.

RISKS

As with any business venture there are risks. A franchise with coffee vending machines is subject to a number of risks and you should carefully consider the risks that we have set out on the website. The information we supply is not intended to be an exhaustive list or given in any particular order of priority. There may be additional risks and uncertainties that are not presently known that could have an adverse effect on your business and you need to consult with your accountant or financial advisor to decide whether this opportunity is suitable for you in the light of your personal circumstances.

EXPIRY AND CONTINUATION

The **easyCoffee** machines have a life expectancy of six years. After this period you can trade them in for new models if you wish to continue with the business. If an owner wishes to sell an **easyCoffee** vending machine we will have a facility for machines to be offered to buyers interested in acquiring machines already in use.

This application for purchase of an **easyCoffee** branded franchise pack is made and accepted on the basis the buyer will enter into a franchise management agreement with the seller. The purchase entitles the buyer to use each acquired machine with the benefits of the **easyCoffee** branding on the machine and supporting point of sale materials for the term of the franchise .

THE FRANCHISEE contact details

NAME:			
STATUS:	INDIVIDUAL:	<input type="checkbox"/>	COMPANY:
		<input type="checkbox"/>	PARTNERSHIP:
		<input type="checkbox"/>	
COMPANY:			
POSITION:			
ADDRESS:			
POSTCODE:			
PHONE:			
EMAIL:			
WEBSITE:			
REQUIREMENTS:	NUMBER OF FRANCHISE PACKS	QTY	
	COST @ £12,000 EACH + £900 SET UP (inc VAT)	£	

PAYMENT INFORMATION

PAYEE BANK DETAILS: Canfields Law Ltd, Barclays Swiss Cottage, 131 Finchley Road, London NW3 6JA
Account: Canfields Law Limited client REF: easyCoffee | Account no: 63994058 | Sort code: 20-74-63

THE FRANCHISEE signature

I understand that approval of my franchise is subject to acceptance of the standard management and maintenance contracts available on **easycoffeetogo.com**. I understand that the period of this agreement is 6 (six) years and I have read and agree to the Terms & Conditions as detailed on **easycoffeetogo.com**

DATE:		SIGNATURE:	
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THE FRANCHISOR signature (by a duly authorised signatory)

NAME:		SIGNATURE:	
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THE LOAN APPLICANT contact details

Individual name:			
Company (if applicable):			
Company no (if applicable):			
Partnership (if applicable):			
Address:			
Postcode:			
Phone:			
Email:			
Website (if applicable):			
No of machines required:		Total cost:	
Contribution available:		Finance amount required:	
Period of finance required (maximum 6 years):			



Franchise Finance

This form is passed to FRANCHISE FINANCE to arrange any borrowing and will involve credit assessment before a loan can be granted, subject to personal circumstances and financial status. Registered office: FRANCHISE FINANCE Limited, Beacon House, Stokenchurch Business Park, Ibstone Road, Stokenchurch, Buckinghamshire HP14 3WN. Registered in England and Wales, no: 07285150. Authorised and Regulated by the FINANCIAL CONDUCT AUTHORITY, no: 627385.

FRANCHISE FINANCE Limited does not endorse or recommend any franchise opportunity but acts as a specialist finance broker only with regard to all loan applications for franchise funding. A prospective franchisee is free to seek finance from any source, and is not required to use FRANCHISE FINANCE, but they are known award-winning specialists in the field of franchise funding.

Tel: 01844 355575 | Email: funding@franchisefinance.co.uk | www.franchisefinance.co.uk



THE LOAN APPLICANT signature

Date:		SIGNATURE:	
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easyCoffee TO GO

CONTACT

For more information about this offer,
please call **THE easyCoffeeToGO TEAM** on **0333 433 0322**
or email **togo@easy.coffee**



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Apply: **www.easyCoffeeToGO.com**

NEW **BUSINESS** OPPORTUNITY 1 | **LIMITED FIRST OFFER**

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