



**ZUS**<sup>®</sup>  
COFFEE

a Necessity  
not a **Luxury**

# MAKING SPECIALTY A NECESSITY FOR EVERYONE

For many, coffee is a daily need.

Specialty coffee, however, is often seen as a luxury, something you treat yourself to only on special occasions.

We started ZUS Coffee to change this perception.

With the best quality ingredients, high-level coffee brewing technology and innovative business model, we're evolving the concept of coffee consumption to make specialty coffee affordable for everyone, everyday.

**And that is our promise:  
To be the #1 tech-enabled  
coffee brand, always.**



# THE LEGEND THAT INSPIRED US

## KALDI & THE DANCING GOATS

Legend has it that an Ethiopian goat herder named Kaldi, chanced upon some magical red berries that fell from a certain tree. He noticed that his goats became restless after eating them and were prancing around in an energetic dance.

While consulting his village leader, the berries were tossed into the fire – causing an aromatic scent to waft through the air. He ordered for the retrieval of the burnt berries, and for hot water to be poured over them to preserve the smell. Upon drinking the mixture, they experienced a peaceful and calming sensation. The after-effects were just as powerful, as they were able to stay alert and discuss important matters for longer periods of time. And thus, led to the discovery of roasted coffee beans!





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## **ZEAL + US = ZUS**

"ZUS" is an acronym for ZEAL + US, a concept that represents the company as a whole; and our logo is inspired by the legend of the Ethiopian goat herder named Kaldi, who discovered coffee.

Together, they signify our zealous pursuit of achieving coffee excellence in everything that we do.

# EVERY CUP, A REVOLUTION

## VISION

To be the #1 tech-driven coffee chain, where specialty coffee becomes a daily necessity and not a luxury confined by location and affordability. We envision a world where every individual can enjoy the quality of specialty coffee they rightfully deserve.

## MISSION

Redefine the landscape of specialty coffee. We are committed to being the disruptive force it needs through our innovative solutions and creating feel-good moments that are inclusive for everyone. Our vision is clear: to be the leading tech-enabled coffee unicorn in Southeast Asia one cup at a time.



### **Innovation**

- ⚡ Tech
- ⚡ Product
- ⚡ Everything else!

### **Accessibility**

- ⚡ Pricing
- ⚡ Locations
- ⚡ Channels

### **Community**

- ⚡ Communication
- ⚡ Coffee culture habit
- ⚡ Interest cultivation

### **Quality**

- ⚡ Product enhancement
- ⚡ Consistency



Achieved  
**~2,900,000+** App downloads  
with over  
**~45,000,000** cups  
served to date



**336** Outlets  
Launched

**360** Outlets  
BY DEC 2023

Top 5 in App Store Rankings



**ZUS Coffee**  
Specialty Coffee Delivery

TOP 5



Certified Halal in  
**June 2022**



## Fastest Growing Tech-Enabled Coffee Company

**Data-driven CRM available compared to traditional F&B**

**Leverage on Mobile App User Data to:**

- predict daily sales for effective manpower allocation
- determine new outlet location demand
- grasp user purchase behaviour for new products R&D

**Coffee accessibility anytime, anywhere**

**Increase in online Sales by more than 200% during pandemic**

**Mobile App Loyalty Program for a seamless retention model**

### THE ZUS TECH WAY

It all started with the ZUS Coffee App. Driven by technology from the beginning, ZUS has positioned itself as one of the fastest growing, tech-enabled coffee companies in Malaysia. This innovative business model is on a revolutionary scale and is largely responsible for ZUS Coffee's high growth rate and success.



## THE APP THAT KEEPS ON GOING

While ZUS App is on a revolutionary scale of its own, we do not forget that the core of our business is our customers.

### APP FEATURES

- Schedule your orders in advance
- Pay with ZUS Balance for the quickest checkout experience
- Auto-detect the outlet closest to you for Pickup or Delivery
- Track your orders in-app with real-time updates
- Enjoy App-exclusive limited time offers

### MEMBERSHIP REWARDS

- Complimentary Drinks
- FREE Delivery
- Birthday Treats
- Up to 3x of ZUS Points Earned
- VIP Access to Events
- Monthly Exclusive Vouchers
- Priority Support with our Customer Happiness Team

By listening to ZUSsies' feedback via the app and other social media platforms, we are able to take the ZUS App to the next level and that is essentially our secret weapon - our ZUSsies!

2.5 M+

### ZUS Coffee Club

#### Members

A way to value loyal customers through **Advanced app features and worthwhile rewards.**



# You Deserve Specialty Coffee, Effortlessly



## WE ARE SERIOUS ABOUT OUR BEANS

Partnering only with the best in the industry, our roasting partner has over 50 years of experience in the Coffee Roasting Industry. Sourcing only the best specimens from over 25 countries across 4 continents.

Our roasting partner's stringent attitude toward quality means they come decorated with ISO22000, HACCP, & Halal Certificates



## ATTENTION TO EVERY DETAIL



Our passion is the reason we strive to make the perfect decision on every minor detail. From champion coffee plantations, world's 50 best coffee roasteries, well-trained baristas, spill-proof coffee lids, to the Classic Blue coffee cups!

## OUR MENU

Effortless enjoyment, anytime, anywhere.



## OVERALL MENU

50 + Drink Selection

10 + Seasonal Series Annually



### COFFEE

#### SIGNATURE



<b>KEBO</b>	RM
Keto Black	9.70
CEO Latté	9.90
ZUS Gula Melaka	10.50
Vietnamese Spanish Latté	10.90
Iced Shaker Double Espresso	
<b>BUTTERCRÈME</b>	
Buttercrème Black	
ZERO Latté	11.80
Café Mocha	12.80
ZUS Cocoa Mocha	
Zirky™ Latté	12.90
Velvet Crème Latté	13.80

#### MOCKTAIL



#### CLASSIC



#### CHOOSE YOUR BEAN



#### ADD-ONS

**COFFEE**  
Espresso  
RM 2.10

#### SYRUP

Dark Vanilla, Salted  
Caramel, Strawberry  
RM 1.00

**DRIZZLE**  
Salted Caramel,  
Chocolate, Cream Mocha  
RM 1.00

### FRAPPÉ

#### COFFEE-BASED



#### NON-COFFEE



#### MILK CHOICES

Any Milk  
RM 2.10

Hot Milk  
RM 2.20

Almond Milk  
RM 3.20

### NON-COFFEE

#### CHOCOLATE



#### TEA



#### REFRESHER



#### KIDS-FRIENDLY



\*Price includes tax & Sling Water (RM) and includes 1% GST. Prices subject to change without prior notice.

## 100% ARABICA BEAN BLENDS

Origins: Brazil, Columbia, Ethiopia, Indonesia, Papua New Guinea



**BOSS BEAN**  
Profile: **BOLD**

- Smokey
- Dark Chocolate
- Caramel

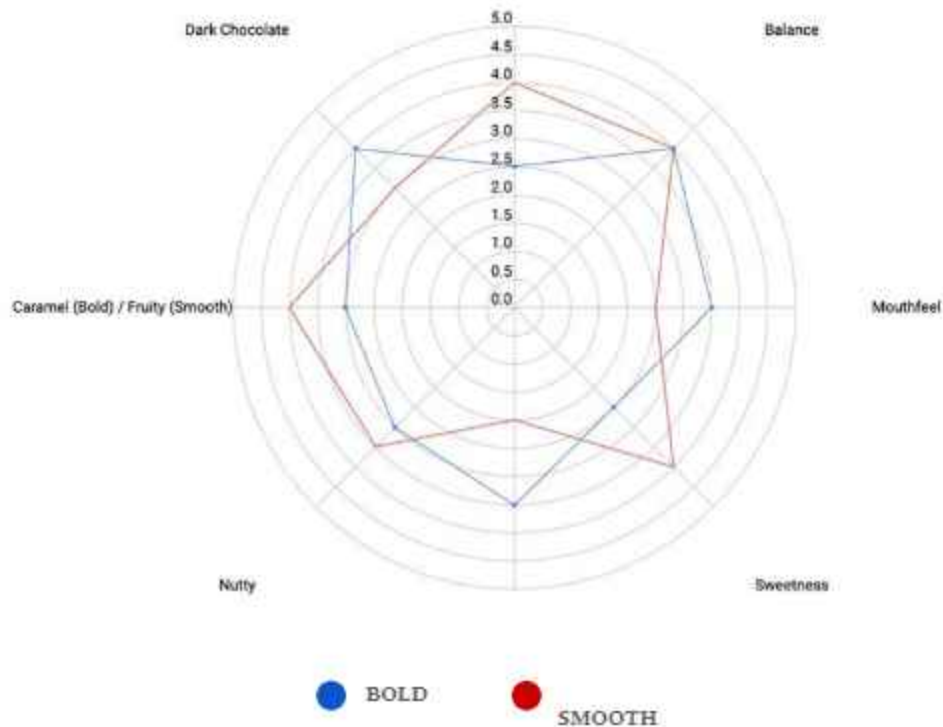
Light —●—●—●—● Dark  
Medium Dark Roast



**LYDIA BEAN**  
Profile: **SMOOTH**

- Nutty
- Fruity

Light —●—●—●—● Dark  
Medium Roast







# COFFEE DRIVEN BUT WITH A FUN TWIST

A menu catering to both serious coffee drinkers and non-coffee drinkers. We focus on our Signature and Classic coffees, but also keep up with trends with our fun beverage innovations - such as our ZUS Frappés. These are also part of our menu localisation initiatives to cater to the local tastes.

## BARISTA FAVOURITES

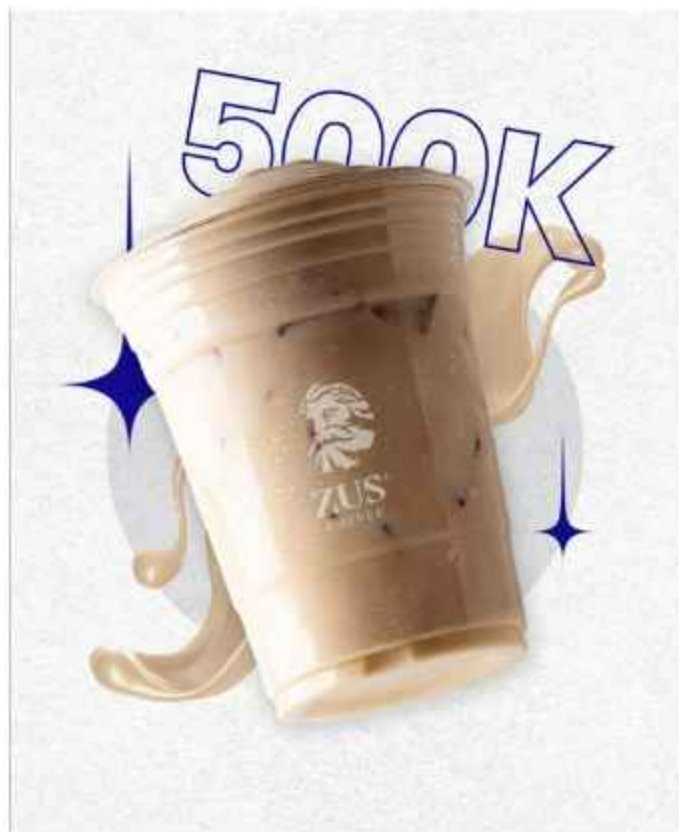


Signature  
**Vietnamese  
Spanish Latté**

Signature  
**Iced Shaken  
Double Espresso**

Signature  
**Iced Spanish  
Latté**





# 500K SOLD IN JUST 21 DAYS

**ZUS SIGNATURE BUTTERCRÈME LATTÉ**

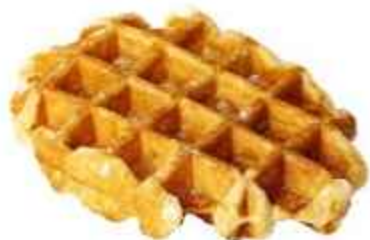
That's roughly 24K cups per day!

At ZUS Coffee we pride ourselves on our Signature products, and one such example is our Buttercrème Latte which sold 500,000 cups in just 21 days!

## FOOD

**23** + **Food Selection**

A delicious array of Pastries, Healthy Snacks, Cakes and Hot Meals that complements the ZUS beverage lineup.



## SOFT SERVE (NEW!)

Fluffy and soft, a new dessert series from ZUS Coffee that is leading up to new menu explorations such as *alfogato* or classic floats.



## MALAYSIA

### OUR LOCATIONS ACROSS MALAYSIA

Large or small, each one of our outlets is designed to conveniently bring the best quality of coffee to everyone, everywhere!



336

Outlets  
Launched



360

Outlets  
By DEC 2023







## GET YOUR COFFEE FIX!

See full location list:

[Find a Store - ZUS Coffee | Malaysia #1 Taste-Driven Coffee Chain](#)

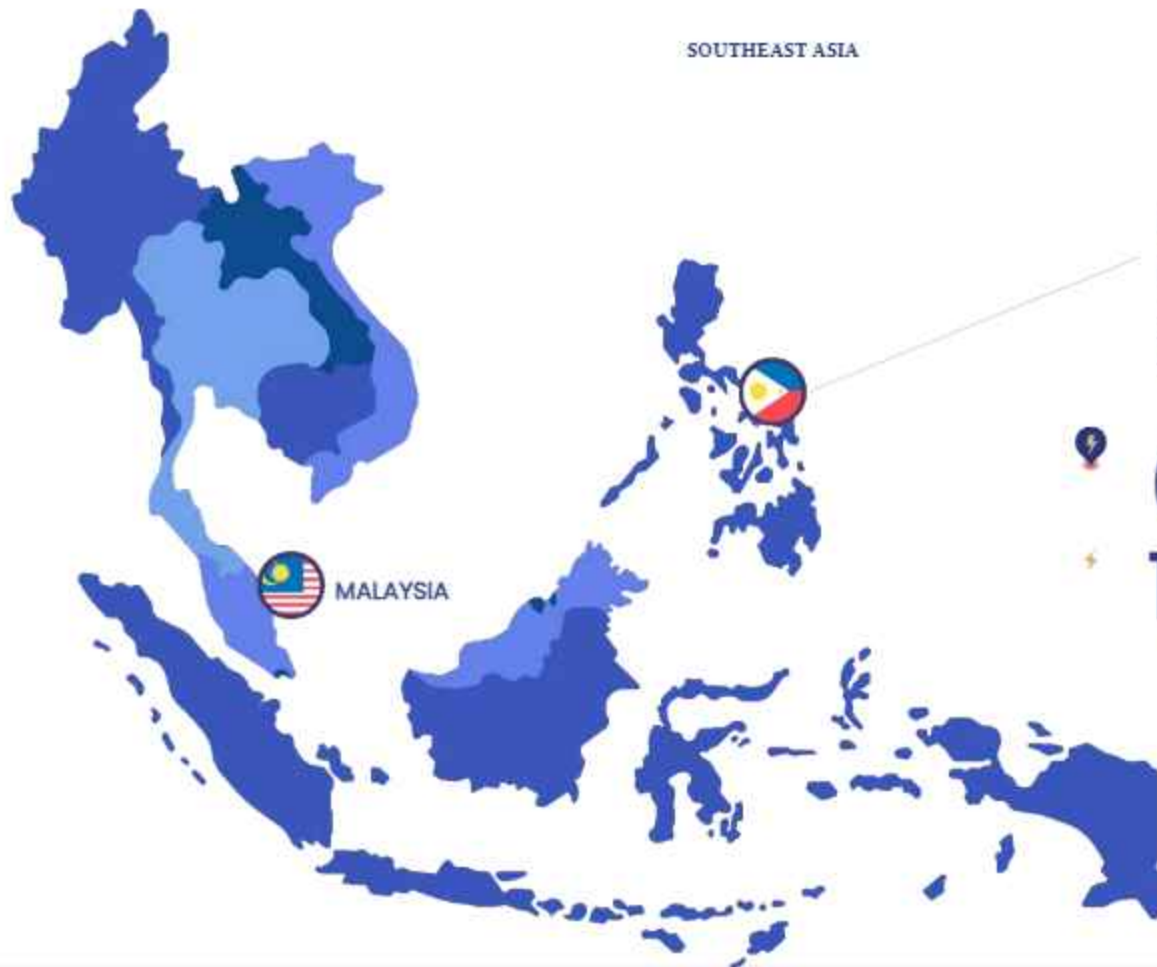


# 336

Outlets  
Nationwide



## SOUTHEAST ASIA



MALAYSIA



### OUR LOCATIONS IN MANILA, PHILIPPINES

Large or small, each one of our outlets is designed to conveniently bring the best quality of coffee to everyone, everywhere!



**6** Outlets  
IN 2023 - Q4



**100** Outlets  
IN 2024





**ZUS**<sup>®</sup>  
COFFEE

**More than just Coffee**

## ZUS Coffee Merchandise

Another way ZUS Coffee adds in value to the brand is through its retail products that allows anyone to take home a piece of ZUS with them – for an experience that extends beyond just a coffee chain.

**Life can be complex,  
but drinking coffee  
shouldn't be**



## Coffee Range



**Coffee that's Approachable.  
Coffee that's Accessible.  
Coffee that's Affordable.**

### DRIP BAG COFFEE

- Brazil Santos
- Ethiopia Yirgacheffe

### SIGNATURE MIXES

- Caffè Latte
- Caramel Latte



## Drinkware Range



Bring your coffee  
**EVERYWHERE**



## Apparel Range



In an exclusive and Limited Edition collaboration with HYPE, we debuted a unique collection of apparels from overalls to tees and jumpers.

More to come!





**ZUS**<sup>®</sup>  
COFFEE

**Going the Extra Mile**





**1** DRIVING  
SUSTAINABILITY  
FORWARD

**2** CORPORATE  
SOCIAL  
RESPONSIBILITY



**3** CUSTOMER  
RELATIONSHIP  
MANAGEMENT



# Driving Sustainability Forward

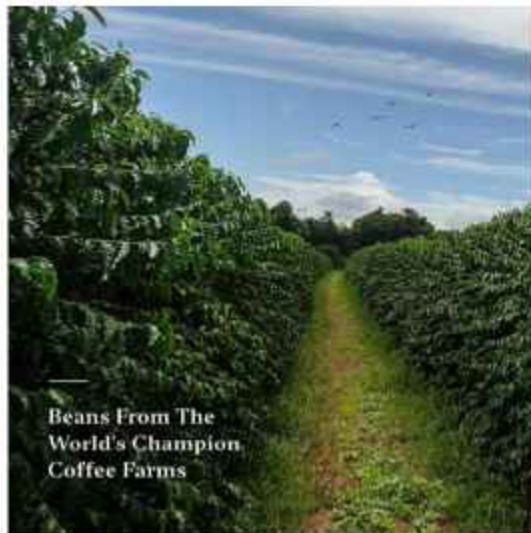
## ZUS COFFEE BLEND

ZUS Coffee has partnered with renowned Coffee Roasters locally and commits to the practice of only procuring Direct Trade Beans.

Green bean procurement is done directly with the farmers of the beans and allows for quality, sustainability, and fairer prices that is then translated to the final cup that our customers pay for.

In short, our customers are in direct involvement of the livelihood of our Coffee Bean Farmers, who are mostly from 3rd World Countries that lack the infrastructure, technology, and quality assurance.

Direct Trade helps them develop with us, and have a more sustainable future & growth together.



## Driving Sustainability Forward



### PLANT-BASED OPTIONS

Oat / Soy / Almond Milk

ZUS offers plant-based milk that are better for the health of consumers and the environment.

### BIODEGRADABLE PACKAGING

ZUS KEEPS IT 100



Daily Iced Genmai Matcha Latte



#### Blue is the new Green!

ZUS Rice Straws are:

- + Vegan Friendly
- + Made of 100% Food Ingredients
- + 100% Turtle Friendly
- + HALAL Certified

#### FSC Certified Raw Materials



- + Paper Bag
- + Paper Takeout Cup
- + Hot Cup Sleeve
- + Cake Box

## Driving Corporate Social Responsibility Forward

### GIVING BACK TO ZUSSIES IN NEED

1. **RM5,000 RAISED:** By reaching out to ZUSSIES on ZUSday, we managed to raise funds for the flood victims in Taman Sri Muda, where we went on-ground to personally gather essential bedding materials for a portion of the neighbourhood.
2. **RMD,000 RAISED:** We partnered with ONE Condoms (Karex) during the #RedToEndingAIDS Campaign, which will be channelled towards a shelter home (Rumah CAKNA) in Terengganu to provide temporary shelter and aid.



### APPRECIATING NATIONAL HEROES

1. During the COVID-19 lockdown, we sent free drinks to nearby hospitals as well as ran a free drink campaign for all hospital heroes to redeem at any ZUS outlet.
2. To show our appreciation for the pride our Olympic & Paralympic heroes brought to Malaysia, we sent free food & drinks to their quarantined locations.



## Driving Partnership with International Brands

### ZUS x PEPSI x HONOR



ZUS Coffee participated in 2 roadshows in collaboration with Pepsi and HONOR at 1 Utama and IOI City Mall.

This roadshows serves as a teaser for our collaboration drink which received very favourable feedback from the visitors.





## Driving Product Innovation with a ZUS Coffee branded event

### KAMPUNG BUATAN MALAYSIA

In an exciting display of national pride, ZUS Coffee curated "Kampung Buatan Malaysia", an event aimed to uplift Malaysian brands. Hosted at Rumah Tangsi in Kuala Lumpur on 8th-9th September, this event was a symbol to Malaysian unity.

- The event witnessed a massive turnout with more than 7,000 visitors on public day alone.
- A total of 6 major local brand partners and 28 vendors from various backgrounds joined the occasion.
- VIP and Industry Leaders Attendance: The event was attended by VIPs and business owners from diverse industries.
- Almost all of our 28 vendors completely sold out their products.
- Event made waves across print, TV, radio, and digital platforms. Its media value stood at RM2,281,974.





## Driving CRM through Localised Partnerships

### ZUS Coffee x BOH

ZUS teamed up with BOH to give a new twist to Malaysians' favourite teh tarik drinks. Together, for the *Buatan Malaysia* campaign, we created the "Tarik series" drinks, blending the best of both brands with a hints of nostalgia.



### ZUS Coffee x Inside Scoop

ZUS and Inside Scoop came together to make ice cream flavours based on ZUS Coffee drinks for our *Buatan Malaysia* campaign.





**ZUS**<sup>®</sup>  
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# The ZUS Network



## OUR COMMUNITY

There's no ZUS without "U"

At ZUS, we inspire, empower and create equal opportunities for all.

ZUS offers a full A-Z spectrum of what & how to be an awesome barista, and an exciting career path to continuously advance their occupational status to managerial role.

We want to fuel everyone's passion, learn and grow together while having lots of fun doing it!



Afrina Anesya  
Baiti Azlan



Hiew Tian Fu







## OUR COMMUNITY

We are proud to serve our ZUSSIES,  
"ZUS" the way they like!

We strive to create special moments and  
wonderful experience with our ZUSSIES, one  
cup at a time.

And we don't just stop there, we extend the  
inclusivity by constantly connecting with  
everyone on social media.



## PARTNERSHIPS

### RETAIL PARTNERS



### STRATEGIC PARTNERSHIPS

ZUS Coffee has partnered with various brands, services, entities and retailers to build up a strategic network that reaches out to Malaysians in all walks of life.

### SERVICE PARTNERS



### MEDIA PARTNERS



### THIRD PARTY DELIVERY PARTNERS





SOCIAL NETWORK

**40.3M** Social  
Reach

**572.4K** Engagement  
Reach

**RM2.3M** Media  
Value

 **90,500 +**  
FOLLOWERS

 **114,000+**  
FOLLOWERS

 **25,000+**  
FOLLOWERS



## Social Media Activations (Malaysia)



Malaysia – IG Feed, @zus.coffee



Localizing the content of the posting.

## Social Media Activations (Phillippines)



Philippines - IG Feed, @zuscoffee.ph



Localizing the content of the posting.





THANK YOU

<http://zuscoffee.com>

