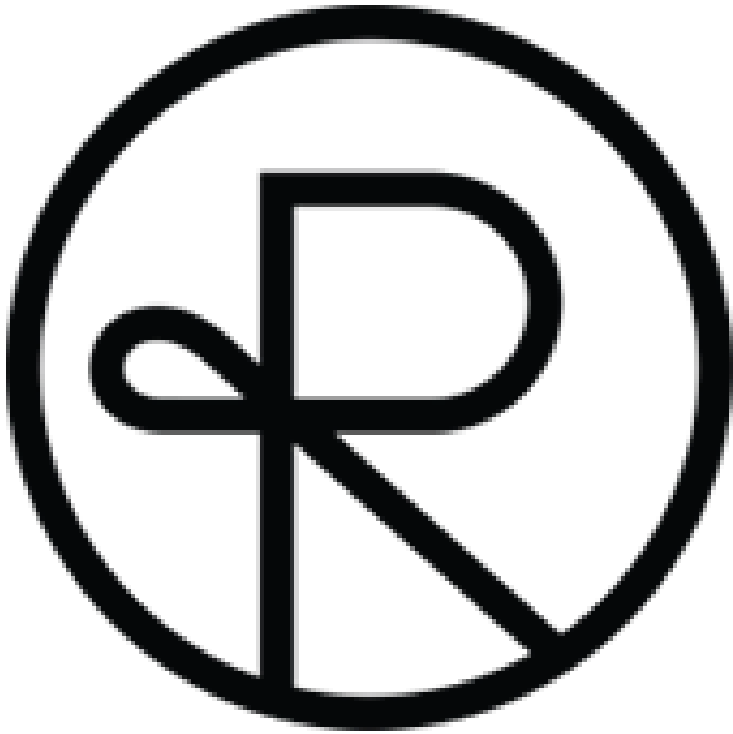


Reborn Coffee acquires 58% stake in South Korea's Bbang Ssaem Bakery

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Reborn Coffee, a premier speciality coffee retailer announced the successful acquisition of a 58 per cent stake in Bbang Ssaem Bakery, a leading bakery chain with 31 locations across South Korea. This acquisition follows the previously signed MOU between the two companies, solidifying Reborn Coffee's commitment to expanding its offerings and establishing a strong presence in the bakery sector.

Bbang Ssaem's established presence in the Korean market, combined with Reborn Coffee's speciality coffee expertise, creates a unique opportunity to enhance brand strength. This acquisition also serves as a launchpad for Reborn Coffee's entry into the South Korean franchise market, delivering premium coffee and bakery experiences to new locations through a scalable and accessible model. With Bbang Ssaem Bakery's trailing twelve months revenue through November 2024, an estimated \$7 million, this acquisition positions Reborn Coffee to leverage the synergies and drive revenue for both companies.

Through this franchise initiative, Reborn Coffee aims to empower local entrepreneurs and foster a strong network of franchise partners who share its commitment to quality and customer satisfaction. The franchise model will allow Reborn Coffee to expand more rapidly across South Korea, introducing its new standardised café concept and high-end coffee and bakery offerings to diverse communities. This initiative is expected to significantly enhance brand reach, attract new customer bases, and create substantial growth opportunities for both Reborn Coffee and its franchise partners.