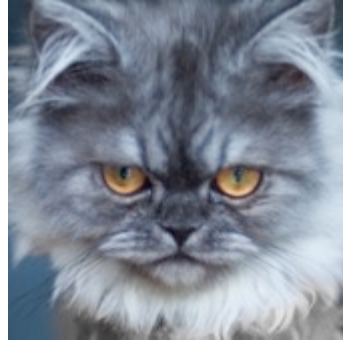
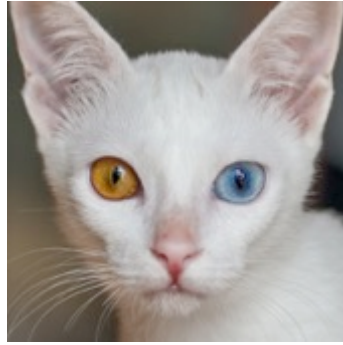


Join the
Family



Catmosphere

Catmosphere Cat Café
Franchisee Information Brochure



Our mission:

To boldly go where no cat has gone before.

Catmosphere is the world's first science fiction inspired cat café franchise. We blend things that people love - cats, coffee and space art - into a unique new concept. We want our customers to have a good time all around the world!

The Brand



"Catmosphere Sydney's 'coming soon' announcement received the highest social media traffic Time Out has EVER recorded"

-- Nicholas Fonesca, Time Out Sydney

Our space cat café theme transports popular cat memes from the Internet into real life, adding an edge to the increasingly popular cat café concept. The concept has been proven to generate fantastic unsolicited press coverage. Our Chiang Mai branch has been featured on the popular website sanook.com as well as national print magazines, while Catmosphere Sydney enjoys exclusive media relationships with some of Australia's best known media outlets, including Time Out, NineMSN and The Daily Telegraph – all of whom have asked for the 'inside lead' on any new sponsorships, partnerships and other developments.

Launching a Catmosphere cat café makes for good news, positive readership response and strong media relationships. It is this positive engagement across both media and social media that Catmosphere can offer to its franchisees.

Marketing Services

Great marketing is our main strength. Franchisees are promoted by our professional, Sydney-based marketing team and our global network of affiliates.



Crowdfunding Campaign

Crowdfunding is an effective tool for building initial hype for an upcoming café. Our Sydney campaign generated pre-sales worth AUD 40,000 months before the actual launch.

Our experienced marketing team runs a free launch and crowdfunding campaign for every new franchisee to help fund and promote the new location.

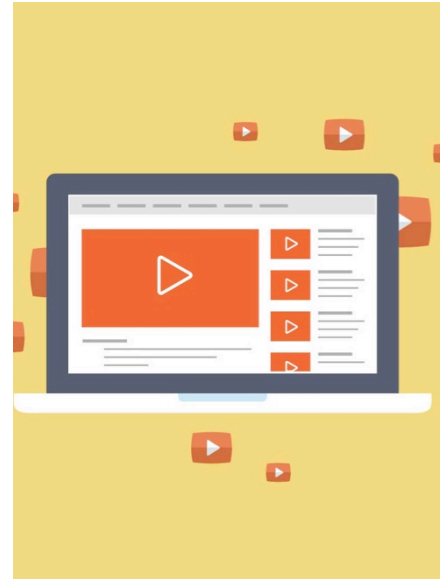


Internet Marketing

Catmosphere is omnipresent on the major social networks.

We set up customized social media accounts for each of our franchisees. Our large database of original space-cat artwork and memes makes producing regular content a breeze.

Our marketing professionals also help setting up targeted ad campaigns and can organize events with local partners.



Website and Email

The franchise package comes with a web site hosted on www.catmospherecafe.com and a Catmosphere email address.

Designs and Merchandise

Franchisees can access all our design templates, artwork and decoration items.

Additionally, we offer a wide range of merchandise items at competitive rates.



Know-How and Support

Running a cat café requires a varied skillset. Challenges include business management and accounting, caring for a large group of cats, coffee shop operations, and dealing with many unique issues that occur when cats, people and coffee collide.

Fortunately, we have been doing this for years, and have figured out most of these issues. To make life easier for our franchisees, we provide access to our knowledge base and support system.

Ask a question



Ask in a space...



What is the best cat sand to use?

Ask a question



Ask in a space...



How do I make latte art?

Who can apply?

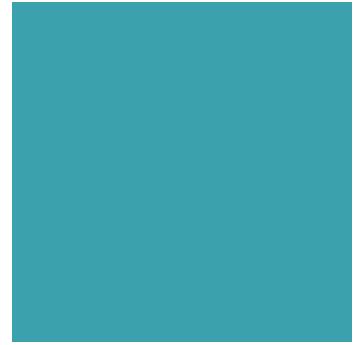
Catmosphere branch holders are reliable and committed individuals who adhere to Catmosphere's professional standards. This includes meticulous cat care as well as prompt and courteous customers service. New licenses are granted or denied by the board of Catmosphere holding based on the outcome of an initial evaluation, which includes a questionnaire and personal interviews.

New applications should consider the following questions:

- 1. Why do you want to open a cat café?**
- 2. Have you owned or worked for a hospitality or animal related business?**
- 3. Where is your café going to be located?**
- 4. What is your target audience?**
- 6. Are you bringing partner into the business?**
- 7. What is your professional background and current job?**
- 8. Do you intend to work hands-on in the business?**
- 9. What is the total capital you are willing to invest?**

To apply, please send an email including the answers to the above questions to applications [at] catmospherecafe.com.

Franchise Fees



We charge a monthly fixed fee to cover basic cost, plus a quarterly fee based on gross profit. The quarterly fee applies only if the branch has generated a net profit during the quarter. This means that our fees are tied to of our franchisees' success - as long as there is no profit only the fixed fee applies.

Please contact us for more detailed information.

Contact:

Franchisee Applications

Email: applications@catmospherecafe.com

Mobile (SG): +65 8716 4370

Mobile (TH): +66 84 9098425