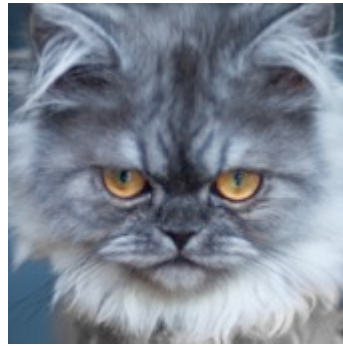
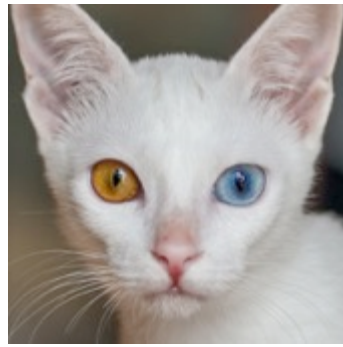


# Investor Kit



*Catmosphere*

Catmosphere Cat Café Chiang Mai



## Our mission:

Become the most popular cat café  
in South East Asia.

Within only 10 months since its inception, Catmosphere Café has become one of Chiang Mai's top rated tourist attractions. Building on our initial success we want to take the space-themed cat café concept to the next level: A bigger and better and "Catmosphere Café 2.0" located in Chiang Mai's main tourist area. With a professional large-scale execution of our unique concept, we aim to become South East Asia's most popular cat café.

# Reviews

Customers enjoy their stay at Catmosphere Café, as shown by great reviews on Thai and international websites.



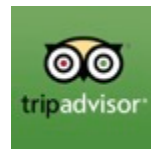
4.7/5 Facebook



8.3/10 Foursquare



4/5 wongnai.com



4.5/5 Tripadvisor



Anna D  
1 review  
1 helpful vote

## *"Adorable <3"*

★★★★★ Reviewed 6 February 2015

Just visited the cafe today after founding it on trip advisor. Wasn't easy to get there... Tried with Google maps after putting the adres in it. Couldn't find it... Than took songthaew and show the adres: was left out at the Chiang Mai hill 2000 hotel, so wrong too. If you are that far just follow up the huay keaw street...

[More](#) ▾

Was this review helpful? ☒ Yes 1



Tom\_Buck  
Liverpool, United Kingdom

**Senior Contributor**

★ 23 reviews  
4 attraction reviews  
4 helpful votes

## *"Cool spot for cat lovers and good coffee. A must see in Chiang Mai!"*

★★★★★ Reviewed 6 February 2015 via mobile

Very good concept here, cat lovers will be in their element! Their drinks are good too and they also do snacks. Worth a trip if you have a few hours spare in Chiang Mai.

Was this review helpful? ☒ Yes 1



fairylova  
fairylova

**Top Contributor**

★ 53 reviews  
18 attraction reviews  
50 helpful votes

## *"One of the highlights of Chang Mai"*

★★★★★ Reviewed 5 February 2015

I think I just took my cat lady to a whole new level. My friend and I walked in on a random weekday afternoon and there were a few people in there already. The cats were lazing around and we grabbed a spot to sit (tip—don't wear a short dress or skirt—you're sitting on cushions on the ground). The...

[More](#) ▾

Was this review helpful? ☒ Yes 1



# Media

Several Thai print media such as the popular A-Day Magazine have published stories about Catmosphere Café.

Thanks to the upcoming launch of a spin-off in Sydney, the brand has also gained international exposure.



smh.com.au  
NEWSPAPER OF THE YEAR  
The Sydney Morning Herald

AU.

ACCLAIM

BROADSHEET

hospitality  
magazine

MTV

PEDESTRIAN.TV

THE URBAN LIST.COM

THE BRAG

TimeOut  
Sydney

# Social Media Snapshot

Our social media channels give us a direct line to our fans. Besides engaging with our followers on Facebook and Instagram, we also monitor Trip Advisor for feedback and respond to reviews when necessary.



## Facebook

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14,366

Likes

4,044

Check-ins

4.7/5

Rating

## Instagram

---

250

Posts

522

Followers

## Trip Advisor

---

#1

Art Gallery

Coffeehouse

Fun and Games

Zoo

185

Reviews

# Business model

Entry to Catmosphere Café is free for customers who buy at least one item from our menu. As our brand is becoming more popular and our target market better defined, we are now developing additional offerings such as event room rental, and adding merchandise.



## Coffee and food

We sell high-quality coffee from a local coffee plantation as well as selected meals and home-made bakery products. In the first 10 months we sold:

- **8,921 Cold Beverages**
- **3,299 Hot Beverages**
- **3,030 Bakery Products**
- **2,957 Meals & Snacks**

for a total turnover of 1,111,065 Baht.

## Cinema and game room bookings

Since April 2015 our cat cinema and game room in the second floor can be booked by customers for an hourly fee.

The room can be used for movie nights, board games, birthday parties, and other events. We also plan on offering scheduled events to our customers.

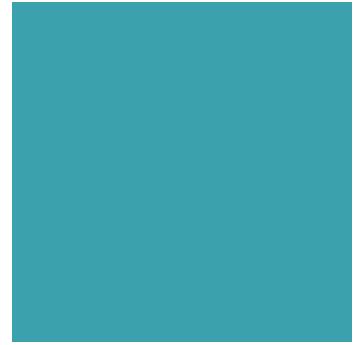
## Merchandise

We are working on a wide range of merchandise items. All items are professionally designed by local and international artists and produced together with our marketing partners in Australia.

Items currently on offer include:

- Drip Coffee
- Photo Cards
- Poster
- T-Shirts

## Numbers and goals



During the first 6 months (01.06.2014 - 31.12.2014), Catmosphere has achieved a total revenue of **THB 983,590.00** and a gross profit margin of **66.25%**. The gross profit margin improved over the first months to a stable **71%** during the last quarter.

Total net profit for the initial 6 months period was **THB 68,094.93**, or **7% net profit margin**.

## The vision

Given the high expenses for rent and cat care, we think that it will be difficult to make substantial long-term improvements to our net profit margin while staying at our current location. To achieve attractive returns it will be necessary to substantially increase volume and add additional revenue streams.

We think that by moving a more suitable and larger larger premise closer to our main target audience, we'll be able build a substantially more profitable business that should yield a yearly **net profit of THB 500,000 or more**.

## What we are looking for

Catmosphere Café is looking for an investor and partner with experience in the hospitality industry who wants to become actively involved in implementing the space cat café vision. We're seeking 1,500,000 - 2,000,000 Baht of additional capital to finance the expansion to "Catmosphere 2.0" at a prime tourist location. Ideally, our new partner would also take on a consulting role and provide input on high-level strategic decisions. In return, we offer a substantial share of equity in the company. The details are up for negotiation - please contact Bernhard Mueller for further discussions!

### **Contact:**

**Bernhard Mueller**

**Email: [ben@catmospherecafe.com](mailto:ben@catmospherecafe.com)**

**Mobile (SG): +65 8716 4370**

**Mobile (TH): +66 84 9098425**