


Intellectual Property Sale Overview Memo

Project Roast – Coffee Chain & Franchisor

Business Opportunity	<p>An excellent opportunity exists to purchase the intellectual property assets of a well-established specialist coffee chain with circa eight years trading history through numerous sites across the UK.</p> <p>Established in 2015, the Company opened its first store in the southwest of England, providing premium quality coffee and food, and quickly earned a trusted reputation and loyal customer base. The Company’s brand power enabled it to diversify its capacity to generate revenue, utilising a franchise model to expand nationally, with franchised outlets operating alongside existing stores. The Company and its related group entities licensed out the sought after brand and franchising materials, whilst also providing other services including advertising and the sublease of premises to some franchisees.</p> <p>As a result of difficult trading conditions, the Company and its related group entities entered Liquidation in October 2023, ceasing trade of Company managed premises. A number of franchised stores continue to trade under active franchise agreements, which are included as part of this acquisition opportunity.</p> <p>Interested parties are requested to specifically deal and formally register their interest with Emre Turan and Emily Muir at SIA Group, who are acting as Agents on behalf of the Joint Liquidators.</p> <p>It is intended that a sale will be executed at the earliest opportunity and final offers must be submitted no later than midday Thursday 21st December 2023.</p>					
Business Overview	<ul style="list-style-type: none"> - Intellectual property - Active franchise agreements with future royalty potential - Uncollected book debts associated with franchise agreements 					
High Level Financial Information	<p><i>Unaudited Accounts Summary of Franchise Company</i></p> <p style="text-align: center;">1 May 2021 to 31 Dec 2021 £</p> <table style="width: 100%;"> <tr> <td style="width: 60%;">Turnover</td> <td style="text-align: right;">1,470,466</td> </tr> <tr> <td>Gross Profit</td> <td style="text-align: right;">1,054,674</td> </tr> </table> <p><i>Accounts available on Request</i></p>	Turnover	1,470,466	Gross Profit	1,054,674	
Turnover	1,470,466					
Gross Profit	1,054,674					
Assets for Sale	<ul style="list-style-type: none"> - Registered Trade Mark Portfolio - Goodwill - Website Content <ul style="list-style-type: none"> - Active Franchise Agreements - Rights To Uncollected Franchise Royalties 					
Further Information	<p>Requests for further information should be addressed to Emre Turan and Emily Muir of SIA Group who are acting as agents on behalf of the Joint Liquidators. Contact details have been provided below.</p> <p>Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.</p>					

For further information please contact:

SIA Group Asset Ingenuity Ltd
T. 020 7498 4900
E.emre.turan@sia-group.co.uk
E.emily.muir@sia-group.co.uk

