

Intellectual Property Sale Overview Memo

Project Roast – Coffee Chain & Franchisor

Business Opportunity	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. 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. 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. 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. 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 .
Business Overview	 Intellectual property Active franchise agreements with future royalty potential Uncollected book debts associated with franchise agreements
High Level Financial Information	Unaudited Accounts Summary of Franchise Company
Assets for Sale	 Registered Trade Mark Portfolio Goodwill Website Content Active Franchise Agreements Rights To Uncollected Franchise Royalties
Further Information	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. Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.

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





Disclaimer: The purpose of this document is to assist the recipient in deciding whether to investigate the possibility of acquiring the Company and Business Assets. It is not intended to form the basis of the decision. The recipient must make their own independent assessment of the Company and Business Assets, rely on their own investigations and should obtain independent professional advice. The information in this document has not been verified by SIA Group Asset Ingenuity Limited, who do not give, nor have any authority to give any representation or warranty (express or implied) as to its accuracy or completeness. The sale is via an intermediary and act as agents of the Company or their Advisors without personal liability. If you no longer wish to receive information from SIA Group Asset Ingenuity Ltd in relation to businesses or assets for sale or any other marketing information, and would like to amend your contact details or know of any other person or entity who would like to receive this information, please email info@sia-group.co.uk. SIA Group Asset Ingenuity Ltd, 107 Cheapside, London, EC2V 6DN.