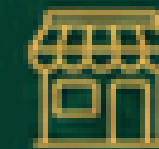




FRANCHISING

Locally & Internationally

Bringing the **Vee** experience closer to you.
One community at a time.



Proven
Business Model



Strong
Market Growth



Full Support
Every Step



Global
Ambitions

MORE THAN A COFFEE SHOP.
A MOVEMENT OF HOSPITALITY
AND CONNECTION.



BUILDING A BRIDGE BETWEEN LEBANON AND SPAIN



More Than a Coffeehouse. A Gateway Between Two Mediterranean Cultures.

More Than a Coffeehouse. A Gateway Between Two Mediterranean Cultures. Spain and Lebanon share far more than the Mediterranean Sea. They are united by a common appreciation for hospitality, gastronomy, family traditions, entrepreneurship, and the joy of bringing people together around exceptional food and coffee.

As commercial relations between both countries continue to strengthen, new opportunities are emerging across the food, hospitality, tourism, and lifestyle sectors. Spain has become one of Europe's most dynamic destinations for specialty coffee, premium dining concepts, and international investment, while Lebanon remains globally recognized for its rich culinary heritage, resilience, and entrepreneurial spirit.

VEE was created at the intersection of these two worlds.

Our **vision** is not simply to introduce Lebanese cuisine into Spain, but to reinterpret it through a contemporary specialty coffee experience designed for today's urban consumer. By combining world-class coffee with authentic Mediterranean flavors, VEE creates a concept that feels both familiar and refreshingly new.



VISION



Where We Are Going

To become the world's leading Lebanese-inspired specialty coffeehouse brand and the benchmark for a new generation of cafés where coffee, culture, and community coexist naturally.

Our vision is to establish VEE as a globally recognized hospitality brand with roots in Lebanon and across Spain



EXECUTIVE SUMMARY

VEE is a Lebanese coffeehouse that combines specialty coffee, contemporary Mediterranean cuisine, and cultural identity to create a unique, differentiated experience in the organized foodservice sector.

Having established a strong presence in its home market, VEE is now embarking on its international expansion journey, with **Spain** identified as the strategic gateway to Europe.

The project proposes the opening of a flagship store in Madrid, with the objective of validating a scalable business model and preparing the future development of a nationwide franchise network.

Development and Launch of the First Lebanese Specialty Coffeehouse in Spain



STORE DESIGN



Modern Mediterranean Coffeehouse with Lebanese Soul VEE should not look like a traditional Lebanese restaurant. It should feel like a premium specialty coffee shop with subtle Lebanese warmth. Key Zones

Specialty Coffee Bar

The visual heart of the store, with premium espresso equipment and clean presentation.

VEE Folds & Food Display

A modern grab-and-go section showing Lebanese-inspired folds, bowls, and desserts.

Community Seating Area

A warm area for working, meeting, and socializing.

Retail Corner

Coffee beans, zaatar, olive oil, mugs, tote bags, and Lebanese specialty products.

Authentic Signature Wall

A subtle brand wall with the message:
Lebanon's Flavors. Reinvented for the Modern Coffee Ritual.

Final Design Principle

80% modern specialty coffeehouse + 20% Lebanese identity.



THE VEE ATMOSPHERE



Morning

Professionals stopping for breakfast and coffee before work.

Midday

Business lunches.
Healthy bowls.
Signature folds.

Afternoon

Remote work.
Meetings.
Social gatherings.

Evening

Relaxed takeaway.
Coffee with desserts.
Neighborhood community atmosphere.



VALUE PROPOSITION



VEE introduces a new consumption experience built around the combination of specialty coffee and Lebanese flavors adapted for the modern consumer.

Examples of the concept include:

- Flat White + Zaatar & Labneh Breakfast Wrap
- Matcha Latte + Labneh & Honey Wrap
- Cold Brew + Shawarma Crunch Wrap
- Cappuccino + Fattoush Bowl

The concept responds directly to modern consumer expectations for convenience, quality, authenticity, and differentiation.



WHY VEE



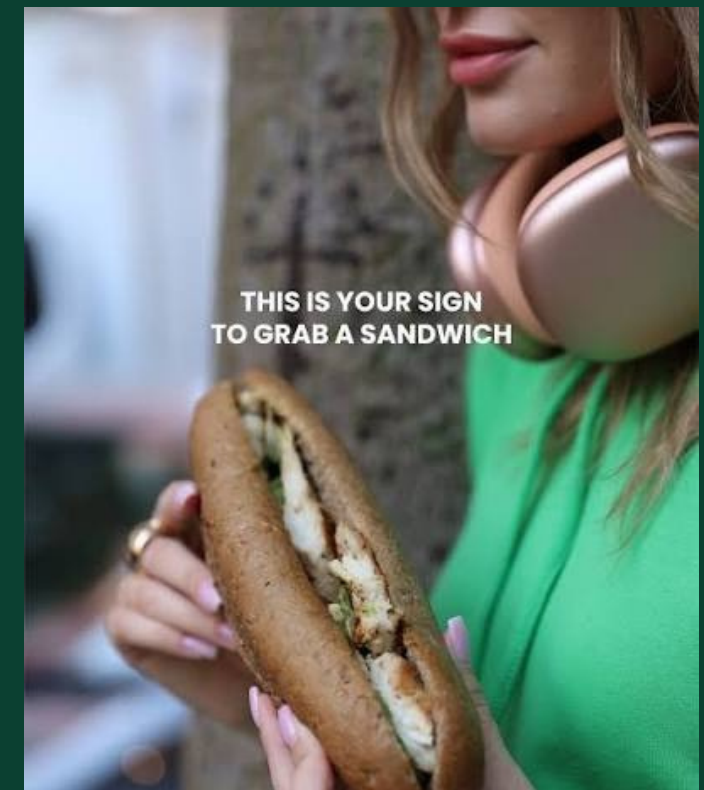
INVESTMENT OPPORTUNITY

Spain is undergoing a major transformation in consumer behavior. Consumers are increasingly looking for:

- Specialty coffee experiences
- Healthy food options
- Authentic brands
- Differentiated gastronomic concepts
- High-quality grab-and-go formats

At the same time, Mediterranean cuisine remains one of the most appreciated culinary categories among Spanish consumers. VEE sits precisely at the intersection of these powerful trends

"THE FIRST LEBANESE SPECIALTY COFFEEHOUSE"



WHY INVEST IN VEE?



VEE combines the most attractive characteristics sought by investors in modern foodservice concepts:

Growing Market Trends

- Specialty coffee
- Healthy eating
- Mediterranean cuisine
- Premium casual dining

Strong Brand Differentiation

No direct competitor currently occupies the same positioning.

Scalable Model

Designed for both company-owned and franchise growth.

Attractive Financial Performance

- EBITDA margins between 18% and 22%
- Estimated payback between 18 and 24 months

International Expansion Potential

A concept capable of expanding throughout Spain



WHY INVEST IN VEE?



Why Investors Love VEE

Higher ticket than coffee.

Higher margins than restaurants.

Lower complexity than restaurants.

Better scalability.

Daily habit.

Recurring customers.



FRANCHISE MODEL



Single Unit
Franchise Sub-Units(seasonal)
Area Development
Master Franchise



WHAT WE PROVIDE



Instead of selling a franchise...

We are providing a complete Profitable business solution

- ✓ Brand Development
- ✓ Business Planning
- ✓ Financial Guidance
- ✓ Location Selection
- ✓ Lease Negotiation Support
- ✓ Architectural Design
- ✓ Interior Design
- ✓ Store Construction Guidance
- ✓ Equipment Specification
- ✓ Coffee Equipment Setup
- ✓ Supplier Network
- ✓ Central Purchasing

- ✓ Product Development
- ✓ Menu Engineering
- ✓ Recipe Standardization
- ✓ Recruitment Assistance
- ✓ Staff Training
- ✓ Franchise Training
- ✓ Opening Support
- ✓ Marketing Strategy
- ✓ Grand Opening Campaign
- ✓ Digital Marketing
- ✓ Social Media Support
- ✓ Quality Control
- ✓ Operations Audits
- ✓ Continuous Innovation

THE FRANCHISE JOURNEY





————— MORE THAN COFFEE – IT'S A MODE DE VEE —————

20+ BRANCHES | NOW FRANCHISING 