

The background is a dark teal color. It is decorated with various tropical-themed illustrations: a large yellow fruit (possibly a mango or pineapple) in the top left; a purple raspberry and a red raspberry in the top center; pink leaves in the top right; a red strawberry in the middle left; a large teal monstera leaf in the bottom left; a yellow banana in the bottom right; and several purple berries scattered in the upper right area.

# TROPICCOOL *Franchises*

JOIN OUR **TROPICCOOL TEAM!**

# We are TROPICOOOL

**A global superfruit brand that provides healthy and nutritious products, made from sustainable ingredients.**

Our mission is to promote health, wellness, and joy while preserving the planet. Our vision is to introduce our mouthwatering superfruit mixes and flavors to people all around the world. We welcome like-minded individuals and organizations who share our beliefs and values to join us in our journey of expansion.



**Caio Nabuco**

CEO AND CO-FOUNDER

**Let's get together and share a world of flavor!**



TROPICOOOL

# Behind TROPICOOOL

Afrinvest<sup>★</sup>

**We are part of Afrinvest Global, a Supply Chain Management company focused on the development of international projects.**

Afrinvest's portfolio includes internationally established FMCG brands such as **Dinda**, **Molino**, **Agripower** and disruptive and sustainable new ones that are aligned with positive values and offer a long-term perspective for success.



**Our major partner is Britvic PLC, the biggest soft drink producer in the world.** Some of their products include Fruit Shoot, J2O Spritz, Purdey's, Robinsons and Tango. They also have exclusive agreements to produce and market global brands on behalf of PepsiCo, including 7UP, Lipton Ice Tea, Pepsi MAX, and Rockstar Energy.

TROPICOOOL

We want to bring  
the flavor of *superfruits*  
**to the world**, guided by...



*Sustainability*



*Joy*



*Wellness*

Our products and initiatives are aimed to help people make healthier food choices aligned with their lifestyle.

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# What are *superfruits?*

Superfruits are nutrient-dense fruits packed with essential nutrients, **antioxidants and vitamins** that provide an extra boost to your health.

Açaí, the Amazonian treasure, is full of antioxidants that help you maintain a strong immune system, and on the side provides a tasteful experience. Also a superfruit, the mango offers vitamin-rich goodness for radiant skin, improved digestion, and vibrant vitality. Taste the tropical explosion!



# Açaí

Goes with **EVERYTHING!**

It can be consumed in

✓ juices ✓ desserts ✓ ice cream



and even in savory preparations, **as a sauce for fish and seafood.**

**TRULY**  
*healthy*

Controls cholesterol, **provides energy**, and boosts the immune system, in addition to **preventing cellular aging** and degenerative diseases.



Include **IN YOUR**  
*diet*

When consumed in moderation, açai **does not cause weight gain** and only has about

**58** kcal = **100g**

**Brazilian**  
**PRIDE**

We are responsible for approximately

**85%** of açai production **in the world.**



**Lots and**  
**LOTS!**

Each açai tree is responsible for producing between



**of fruit per year**, with the peak of production between July and December.

**From the heart**  
**OF THE AMAZON**

It is the fruit of a palm tree that can reach **up to 25 meters.**



**Loves**  
**heat**

Very common in warmer regions, açai is easily found in the

**north and northeast** regions of Brazil.



**TROPICOOOL**

# Mango

## Super DIVERSE

there are many types of mango. In India alone, **more than a thousand types** have been cataloged.

## Packed with NUTRIENTS:

vitamins A and C, calcium, zinc, potassium, **and much more!**



## #Top 10

mango is **one of the most consumed** fruits in the world!

## Traveled long distances:



the mango is originally from Asia but **arrived in Brazil in the 14th century.**

## RICH IN antioxidants:

a boost to the **immune system** and an upgrade to your creations in the kitchen.



## Good FOR digestion



your intestine will **work like a clock.**

## Versatile

Mango goes well with

✓salads ✓juices ✓smoothies

and obviously, **with açai!**



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# Fresh, not frozen!

Tropicool's technology to pack our products protects the quality and flavor of the fruits, **without the need to freeze them.** This way we are able to make worldwide deliveries, with easy storage and a simplified operation.

## Our products are:

 Vegan

 Gluten Free

 Organic

 Dairy Free

 Without artificial colors

 Without conservatives



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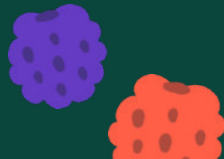


Our

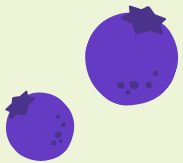
# Awards!



In 2023 we received two very important awards. First we were given **The Superior Taste Award**, at an event where hundreds of global chefs tasted our açai and stated that it was the best in the world. And recently we were happy to receive **The International Highlight Award**, given by Franchising Brasil to companies that are successfully expanding their business internationally.



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OUR RECIPES:

# Healthy and *delicious!*



Mixed Bowl



Tropicool Mango Bowl



Tropicool Açaí Bowl



Smoothies



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# We are an *innovative brand!*



Tropicool Pops



Tropicool Juices and coconut water



Tropicool Granola and Paçoca

Our portfolio goes beyond açai!  
We are constantly **developing**  
**new recipes and products.**



# THE AMAZONIA EXPEDITION

BY TROPICOOOL

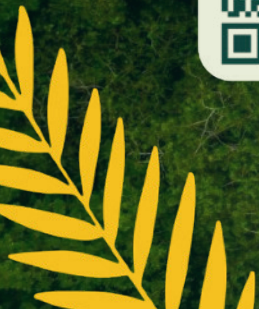


Scan the QR code and check out our first expedition!

**Or click here.**

The flavors we share come from a larger ecosystem and one of our priorities is to give back not only to nature but also to the community. We joined forces with SOS Amazônia, an NGO focused on reforestation efforts in the Amazon rainforest and, through this partnership, we direct part of our profits to the planting of new trees and support for families who live off of açaí in the state of Acre, Brazil.

In July 2021, our first The Amazonia Expedition took place, **a Tropicool event where more than 1500 new trees were planted.** A number that we plan to multiply in the next few years!



# The Tropicool *Açaí cycle*

## From the Amazon to the world!

Our açaí goes through a long journey that starts right in the heart of the rainforest.



### Harvesting

Coming straight from the açaí tree, the ripe fruit is extracted by local Brazilian workers.



### Transportation

The açaí berry is transported to our factory, where sorting will take place.



### Sanitization

Upon arrival at the factory, the açaí is selected according to high-quality standards and then goes through a long process of sanitization.



### Pulping

The açaí berry is mixed in a machine that extracts only the pulp of the fruit.



### Pasteurization

The açaí pulp is pasteurized and cooled down. This thermal shock eliminates any microorganisms that could be harmful.



### Preparation

When the açaí arrives in stores, there's just one more step. The pulp goes into a machine that will mix it into a soft texture that's ready for you to eat!



### Shipment

Our açaí is ready to travel the world on ships that'll bring our flavors to eleven countries!



### Bottling

After bottling the pulp, our packages are stored and prepared for transportation. By the way, there is no need to freeze our açaí!



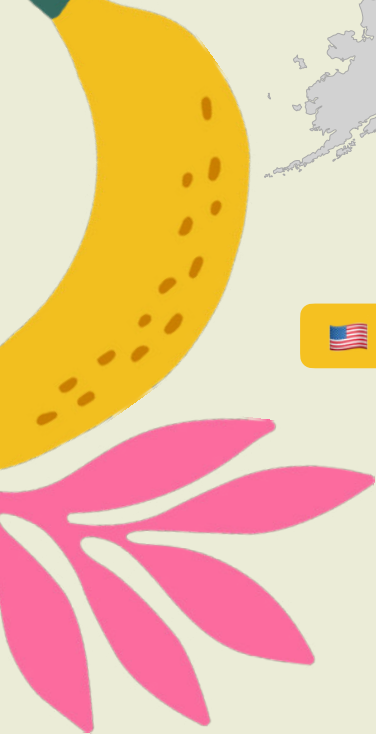
BECOME A

# TROPICOOOL

*Business Partner!*

We follow a simple and structured application process that aims to **keep a collaborative relationship with transparent communication from day one.**





**Where**  
*we are!*



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# Business Models

*flexible and adaptable stores*



## Tropicool Cart

(2 - 4 m)

Ideal for open spaces and events, **easy to transport and operate.**



## Indoor/Outdoor Kiosk

(12 - 15 m)

For operations **in malls, business centers and events arenas.**



## Tropicool Store

(15 - 30 m)

Innovative and modern format focusing on **innovation and personalized experiences.**



# Our Figures



## Criteria (USD)

## Tropicool Cart

## Indoor/Outdoor Kiosk

## Tropicool Store

**Average Revenue**

14K

40K

40K

**Profit**

3,5K

5,9K

5,9K

**Investment**

50-60K

100-115K

100-115K

**ROI**

12-18K

12-18K

12-18K

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# What can we do *for you?*



## Operation

- Operation Manual
- Process Optimization
- Support and Consulting



## Marketing

- Social Media Management
- Store Project
- Marketing Plan



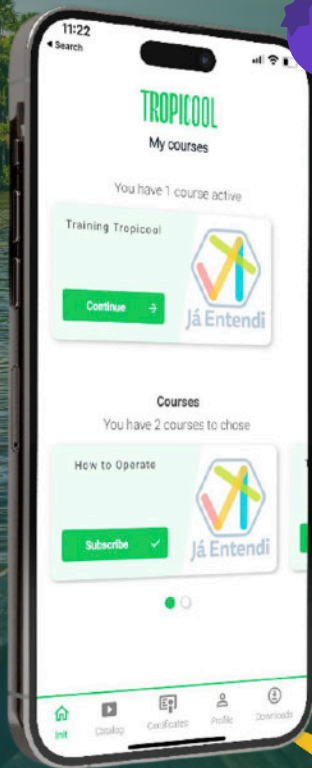
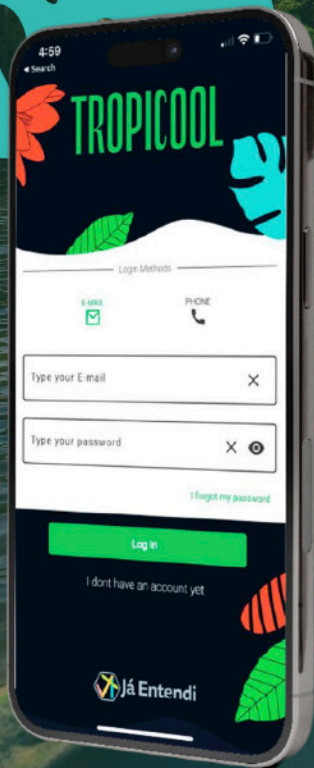
## Training

- Exclusive Training App Access
- Training Materials
- In loco training



## Supply

- Suppliers Development
- Quality consistency
- Continuous cost optimization



EXCLUSIVE

# TROPICCOOL *App*



**Learning has never been so easy!**

We offer ongoing training support with handbooks and an exclusive App where you can watch classes anytime, anywhere.

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# Franchise offering process



Meeting



Business Plan



Letter of intent  
and contract talks

1

2

3

4

5

6

7



Franchise  
information kit



NDA and detailed  
operation information



Final Interview

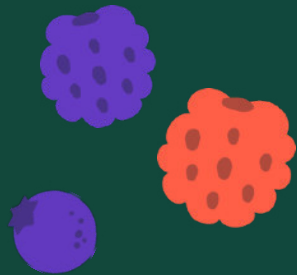


Contract  
signing!



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# TROPICOOOL

*Thank you!*

Begin your Tropicool journey!