



GLOBAL

INVESTMENT HANDBOOK

2026 Edition





Ai-CHA
ICE CREAM & TEA



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01 Ai-CHA Introduction



Ai-CHA Profile

Ai-CHA Creation

Ai-CHA is a fast-growing ice cream and milk tea brand founded in Indonesia, with the vision of offering high-quality tea beverages at affordable prices. Inspired by a passion for tea and a commitment to innovation, Ai-CHA has grown into a beloved brand known for delivering premium taste, fun experiences, and affordable drinks for everyone.

Regional Growth and Global Presence

Since its launch in Indonesia, Ai-CHA has quickly expanded across Southeast Asia, South America, Central Asia, and South Asia becoming a standout brand in the tea and ice cream industry. From our home base, we've built a strong presence in key markets throughout the region and continue to win the hearts of customers with our unique flavors and creative concepts.

Today, **Ai-CHA** operates over 2000+ cooperation agreements signed and 1000+ store openings, including both company-owned and franchise outlets, a testament to the strength of our brand and the loyalty of our customers.

International Market Expansion

Our journey doesn't stop here. Ai-CHA is actively expanding into new international markets with a focus on long-term partnerships and sustainable growth. We welcome global partners to join us in sharing the Ai-CHA experience with more communities around the world. Together, we're building a fun, modern, and refreshing tea brand that's



MISSION

We create joyful, affordable, and high-quality ice cream and tea experiences that bring people together to celebrate happiness in every cup and cone.



SLOGAN

Love Life Drink Ai-CHA

Ai-CHA
INTRODUCTION

VALUE

1. Joyful Connection

We believe in creating moments of happiness and connection, one scoop and one sip at a time.

2. Quality and Affordability

We deliver premium flavors and memorable experiences that are accessible to everyone.

3. Innovation with Heart

We stay ahead of trends by creatively blending global and local inspirations, keeping our products fresh and exciting.

4. Diversity and Inclusion

We celebrate different cultures, ideas, and stories, ensuring an inclusive experience for our team, partners, and customers.

5. Empowering Growth

We empower our team and partners to grow with us, fostering sustainable opportunities for long-term success.



VISION

To become the world's favorite destination for delightful moments, where everyone can share the joy of ice cream and tea

IP INTRODUCTION



CACHA

C = Caring

A = Adventurous

CHA = Bringing Tea Joy

MISSION

Making every sip a moment worth having

VISION

To become a trusted companion in the daily rhythm of every life we touch

CACHA

A – Authenticity | Genuine from the start

i – Inclusivity | For everyone

C – Craftsmanship | Dedication to quality and detail

H – Happiness | Rooted in joy

A – Aspiration | Long-term vision and ambition

Ai-CHA = A · i · C · H · A

Five letters. Five principles. One coherent brand soul.

POSITIONING

A global lifestyle tea brand for the new generation.

BRAND KEYWORDS

Authentic, Joyful, Approachable, Co-growing, Fresh

• Global Map | 2026

Expanding the network to cover overseas markets



40 COUNTRIES



Ai-CHA expands to Asia, Africa, Europe, North America, South America and Oceania



Ai-CHA
ICE CREAM & TEA

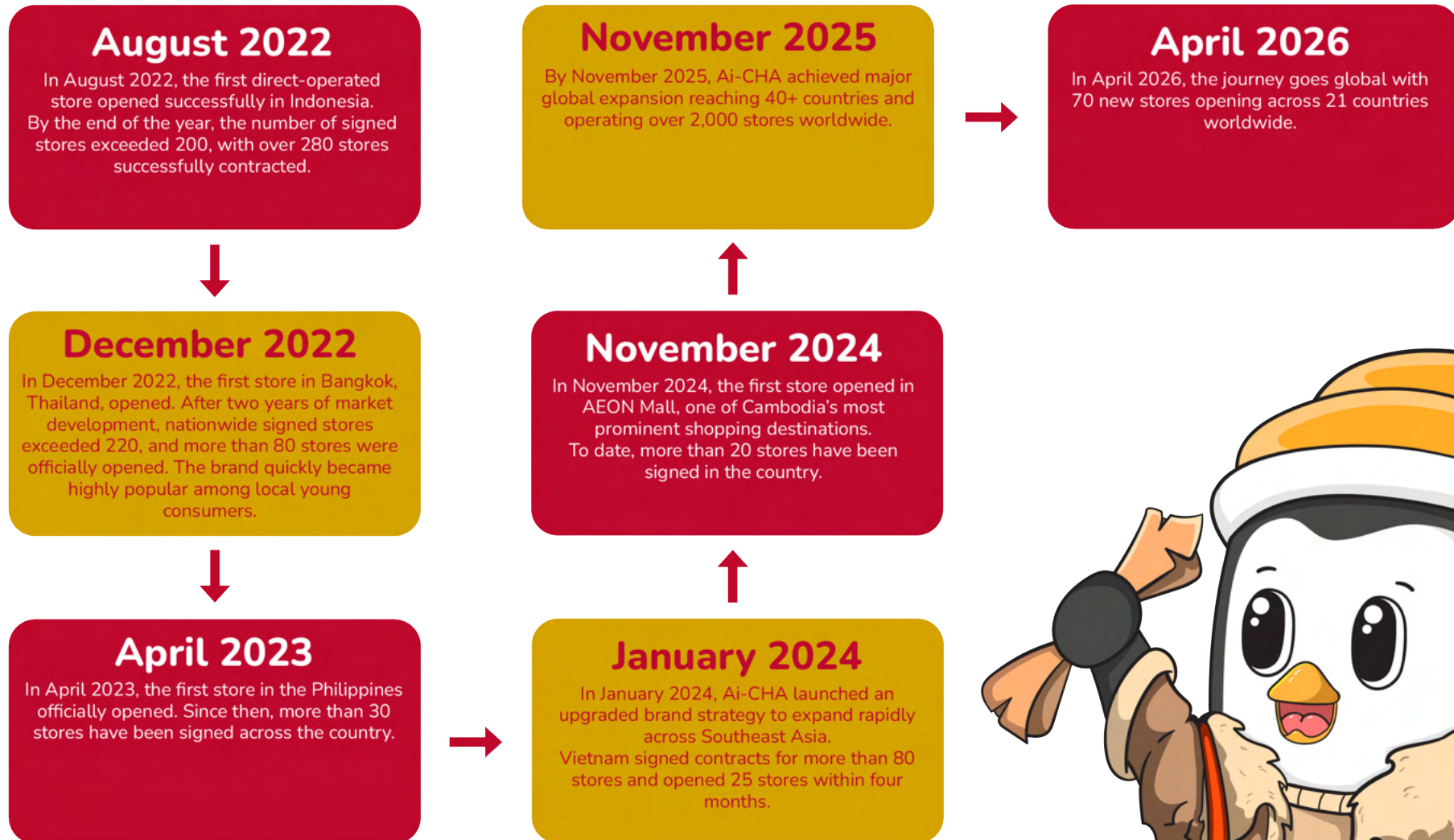
the number of
global stores

2500+

Annual scale
growth

200%

Development History Annual Roadmap



02 Ai-CHA Products



Ai-CHA R&D Philosophy

We continuously prioritize consumer needs, refining our product structure and introducing new items to stay aligned with fast-changing market trends. Through intelligent production facilities and strict quality-control systems, we ensure food safety at the source and maintain in-house production of essential raw materials to guarantee consistent product quality.

Our commitment to technology and product innovation drives us to build robust industry-standard systems, strengthen medium- and long-term technical capabilities, and maintain a sustainable innovation advantage in the market.



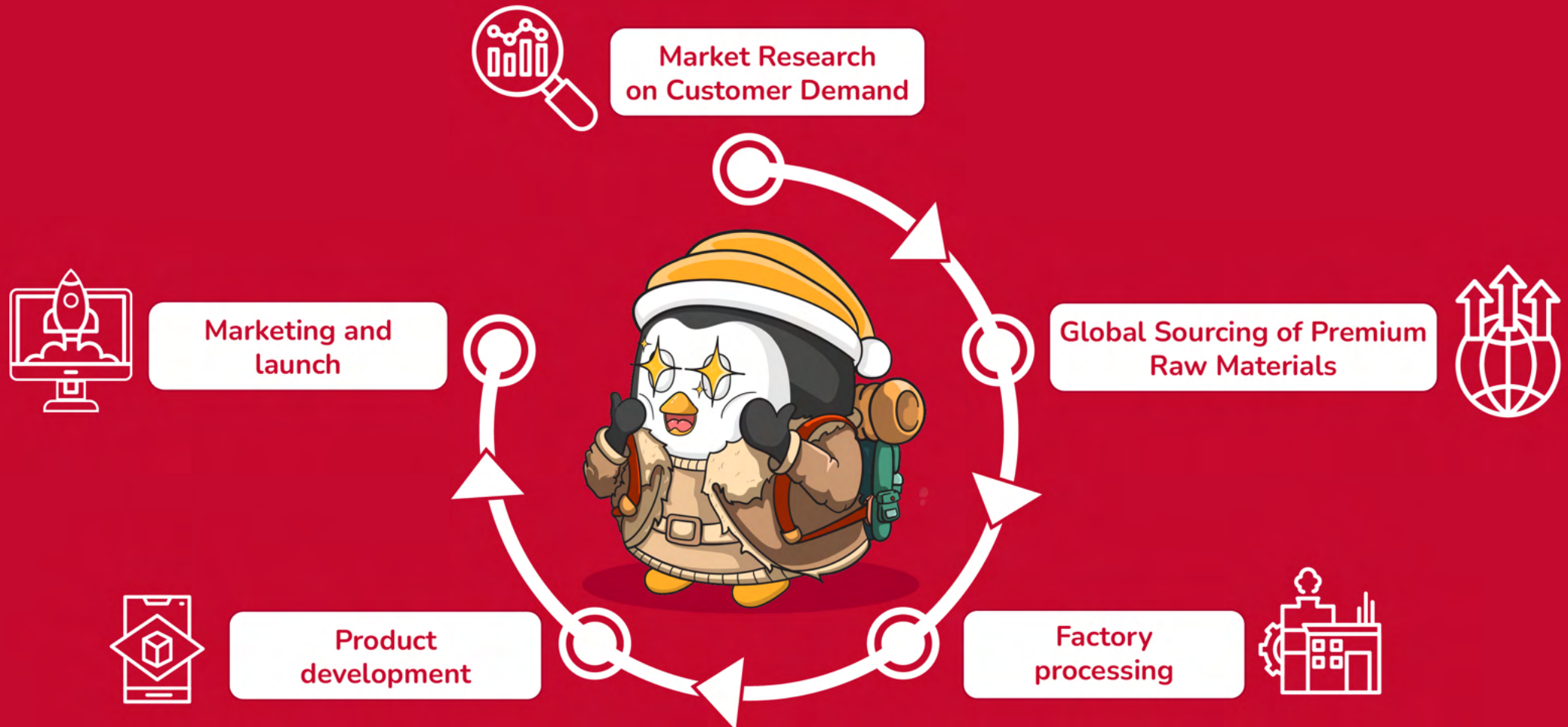
Professional R&D Capability

A dedicated team specializing in product development, production technology, and store operation support.

30% of our R&D staff hold a graduate degree or higher.

We establish enterprise-grade standards and contribute to the development of broader industry benchmarks.

R&D Philosophy: High Quality at an Affordable Price



SEASALT IS BACK!



Extra Choco Crisp

NEW MENU!
MATCHA SERIES



MILK TEA & ORIGINAL TEA

Ai-Brown Sugar Milk Tea Pearl



Ai-Black Tea



Ai-Milk Black Tea



Ai-Milk Jasmine Tea



Ai-Jasmine Tea



SUND-Ai SERIES

Sund-Ai Boba



Sund-Ai Mango



Sund-Ai Vanilla Chococrisp



Sund-Ai Strawberry



Sund-Ai Blueberry



Sund-Ai Chocolate Oreo

COFFEE & MATCHA

Ai-Coffee Ice Cream



Ai-Mycha Oreo



Ai-American



Ai-Coffee Latte



Ai-Choco Espresso



REAL FRUIT TEA

Ai-Fresh Orange Strawberry



Ai-Fresh Orange Mango



Ai-Squash Lemonade



Ai-Lemon Black Tea



Ai-Lemon Jasmine Tea



Ai-Fresh Blueberry Fruit

FLOAT SERIES

Ai-Smoothies Mango



Ai-Smoothies Strawberry



Ai-Scream Jasmine Tea



Ai-Scream Black Tea



Ai-Smoothies Chocolate Cookies



Ai-Smoothies Matcha

HOT SERIES

Ai-Mycha Latte



Ai-Coffee Latte



Ai-American



Ai-Lemon Black Tea



Ai-Milk Black Tea



Ai-Black Tea

CUP TYPE



ICE LEVEL



SUGAR LEVEL



ADDITIONAL TOPPINGS ONLY TWO TOPPINGS CAN BE ADDED TO A SINGLE CUP OF PRODUCT



Our Menu • Indonesia



Ai-CHA
ICE CREAM & TEA

BEST SELLERS

R\$ 5
G

Ai-Squash Limonada



R\$ 10
G

Ai-Sundae

CASQUINHAS

Ai-Casquinha de Baunilha

R\$ 5

Ai-Casquinha Mix Baunilha e Sal Marinho

Ai-Casquinha de Sal Marinho

SUNDAES

R\$ 10
U

Ai-Sundae de Uva

R\$ 10
U

Ai-Sundae de Manga

Ai-Sundae de Morango

SMOOTHIES

R\$ 10
U

Ai-Smoothie de Manga

Ai-Smoothie de Morango

MILK TEAS

R\$ 12
M

Ai-Milk Tea com Bubble de Açúcar Mascavo

R\$ 10
M

Ai-Milk Tea com Bubble

R\$ 12
G

MATCHAS

R\$ 12
U

Ai-Matcha Latte

R\$ 10
G

Ai-Matcha Limonada

R\$ 15
G

Ai-Matcha Choco Cookies

CAFÉS

R\$ 10
U

Ai-Latte com Açúcar Mascavo

R\$ 10
U

Ai-Latte

R\$ 9
U

Ai-Americano Gelado com Limão

SUNDAES, SMOOTHIES E CHÁS PUROS

U R\$ 10
Ai-Sundae de Bubble

M R\$ 8
Ai-Scream Chá

M R\$ 8
Ai-Americano Gelado

U R\$ 12
Ai-Sundae de Choco Cookies

M R\$ 8
Ai-Scream Chá Preto Tradicional

U R\$ 10
Ai-Latte com Chá

U R\$ 12
Ai-Smoothie de Chocolate

G R\$ 6
Ai-Chá de Pêssego

U R\$ 10
Ai-Latte com Chá Preto

U R\$ 10
Ai-Smoothie de Uva

G R\$ 6
Ai-Chá Preto Tradicional

U R\$ 10
Ai-Latte de Chocolate

CAFÉS

BEBIDAS QUENTES

CHÁ DE FRUTAS

P R\$ 10
Ai-Milk Tea Quente

P R\$ 8
Ai-Americano Quente

P R\$ 12
Ai-Matcha Latte Quente

P R\$ 8
Ai-Chá Preto com Limão

G R\$ 8
Ai-Chá Clássico de Limão

G R\$ 8
Ai-Chá com Limão

G R\$ 10
Ai-Chá Uva Suculentas

TIPO DE COPO



NÍVEL DE GELO



NÍVEL DE AÇÚCAR



COBERTURAS ADICIONAIS

R\$ +2



Sorvete



Popping Bubbles



Bubbles

Our Menu • Brazil

Ai-FRESH COCONUT MILK



Ai-SCREAM CONE SERIES



FRESH ICE CREAM



- | | | |
|---|---|---|
| F-02
Sund-Ai Boba
U | F-03
Sund-Ai Blueberry
U | F-04
Sund-Ai Strawberry
U |
| F-06
Sund-Ai Mango
U | F-07
Sund-Ai Choco Cookies
U | F-09
Ai-Shake Strawberry
U |
| F-10
Ai-Shake Boba
U | F-12
Ai-Shake Blueberry
U | F-13
Ai-Scream Peach Oolong
M |
| F-14
Ai-Scream Signature Tea
M | F-15
Ai-Smoothies Mango
U | F-16
Ai-Smoothies Strawberry
U |
| F-18
Ai-Shake Cup Grapes
X | F-20
Ai-Shake Cup Mango
X | F-21
Ai-Shake Cup Strawberry
X |

MILK TEA & ORIGINAL TEA



- | | |
|--|---|
| M-01
Ai-Milk Tea Pearl
M
L | M-04
Ai-Milk Tea Popping Boba
M
L |
| M-05
Ai-Milk Tea Coconut
M
L | M-06
Ai-Milk Tea Supreme Mixed
L |
| M-07
Ai-Milk Tea with 2 Toppings
M
L | O-01
Ai-CHA Peach Oolong
L |



COFFEE

- | | |
|---|---|
| C-01
Ai-KA Americano
S
O
S
M
L | C-03
Ai-KA Coconut Latte
S
O
S
M
L |
|---|---|

REAL FRUIT TEA



- | | |
|--|---|
| R-01
Ai-Squash Lemonade
L | R-03
Ai-CHA Lemon Peach Oolong
L |
| R-04
Ai-CHA Blueberry Fruit
M | R-07
Ai-CHA Passion Fruit
L |
| R-09
Ai-Creamy Mango Boba
M | R-10
Ai-CHA Hawaiian Fruit
L |
| R-11
Ai-CHA Signature Tea with 2 Toppings
M | R-12
Ai-CHA Peach Oolong with 2 Toppings
M |
| R-17
Ai-Fresh Coconut Milk Mango
L | R-18
Ai-Fresh Coconut Milk Strawberry
M
L |
| R-19
Ai-Fresh Coconut Milk Blueberry
M
L | |

LOVE LIFE DRINK Ai-CHA

CUP TYPE



ICE LEVEL



SUGAR LEVEL



ADD ON Ai-SCREAM



ADDITIONAL TOPPINGS



HOT DAYS ICE CREAM & TEA

TRÀ MÁT - KEM LẠNH - GIẢI NHIỆT CỰC ĐÃ



KEM TƯƠI/ICE-CREAM



TRÀ TRÁI CÂY/REFRESHING FRUIT TEA



TRÀ SỮA/MILK TEA



ĐÁ XAY/SMOOTHIE



SỮA DỪA/COCONUT MILK



TOPPING GIÁ CHỈ 4K



LỰA CHỌN KHẨU VỊ PHÙ HỢP



Our Menu · Vietnam

TOP 6 PRODUCTS

TOP 1

Sund-Ai
Boba



TOP 3

Ai-Milk Tea
Brown Sugar
Pearl



TOP 5

Ai-CHA
Blueberry
Fruit



TOP 6

Ai-Fresh
Orange
Mango



TOP 2

Matcha
Oreo



TOP 4

Sund-Ai
Oreo



Ai-SCREAM SERIES

Annual global sales

88,000,000

Servings

including

2,000,000

Pieces



MERCHANDISING





Ai-CHA

ICE CREAM & TEA

03 Ai-CHA Vision

STORE IMAGE - 3D LAYOUT

*Simple and fashionable store style
Loved by young people!*



STORE IMAGE - 3D LAYOUT

*Simple and fashionable store style
Loved by young people!*



Ai-CHA Vision





04 Ai-CHA Marketing Activity



Online Ads

Meta Ads :



Google Ads :



Social Media



Facebook



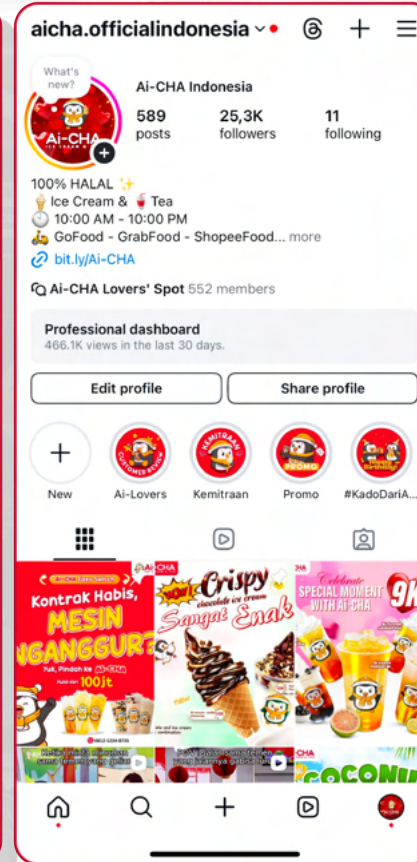
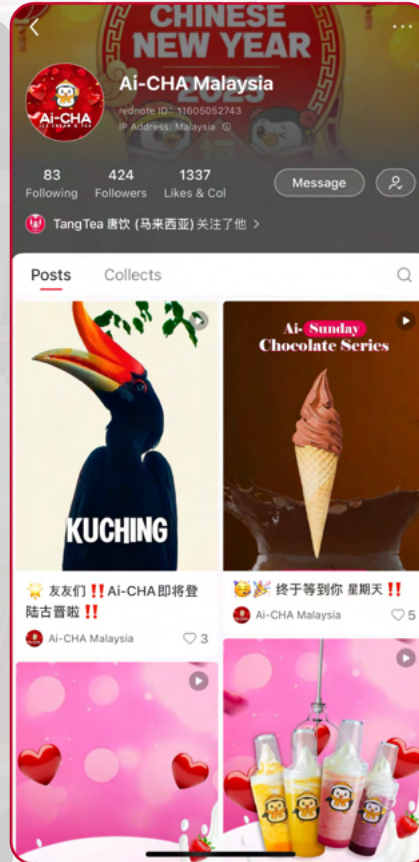
Instagram



Xiao Hong Shu



TikTok





TikTok



Xiao Hong Shu



Instagram



Online Food

	Indonesia	GrabFood	gofood	ShopeeFood
	Malaysia	ShopeeFood	GrabFood	foodpanda
	Thailand	LINEMAN		
	Laos	e-gets	foodpanda	
	Cambodia	foodpanda	nham24	
	Myanmar	QUICK FOOD	foodpanda	GrabFood
	Philippines	foodpanda	GrabFood	

Website



Offline Marketing Activation



x



Ai-CHA X Ragnarok (Thailand)



x



ASEAN CAFÉ SHOW 2024 (Thailand)



x



Ai-CHA at the 12th Kids & Families Fair (Cambodia)



x

WULING | E-MOTOR
INDUSTRI | E-SEPEDA



Ai-CHA X Wuling (Indonesia)



x



Vietnam International Retailtech & Franchise Show 2024 (Vietnam)



x



Info Franchise and Business Concept (IFBC) 2024 (Indonesia)



Ai-CHA X HOK (Indonesia)



Ai-CHA at Songkran Festival 2025 (Thailand)

LOVE YOU 300X



4.1 Ai-CHA Collaboration



Ai-CHA ICE CREAM & TEA × **viu**

**LEBIH DARI
SEKADAR AIS KRIM.**

Beli AiCHA dan nikmati Viu Premium Lite
PERCUMA selama 7 hari!

Bermula 7 Julai sehingga 3 Ogos 2025.
*Tertakluk kepada terma & syarat.



Ai-CHA ICE CREAM & TEA × **viu**

viu LIVE UPDATE

LOVE YOU 300X



x Lotus's







4.2 Overflow

Current status of Indonesian image store openings



Current status of Malaysian image store openings



Current status of Vietnam image store openings



Service Team: Here to Support You Every Step of the Way

1. The supply chain team ensures stable inventory through global warehouses.
2. The marketing team brings 20 years of expertise to enhance your performance.
3. The franchise team leverages 15 years of experience to assist with location selection and expansion.
4. The operations team delivers comprehensive, concierge-style support.
5. The R&D team applies 12 years of expertise to continuously upgrade products.
6. The engineering team ensures rapid and efficient store openings.



Store Opening Process



Why Choose Us

MOST AFFORDABLE, PARTNERSHIP FEE

Start your business with a highly cost effective partnership fee while enjoying strong monthly revenue potential.

EXPRESS PARTNERSHIP PROCESS

We streamline the partnership process to save you time and ensure a fast and efficient onboarding experience.

PROFESSIONAL TRAINER SUPPORT

Our experienced trainer team provides comprehensive training to help your staff operate your store with confidence and professionalism.

PRODUCT DEVELOPMENT AND CONTINUOUS INNOVATION

A dedicated R&D team consistently researches and develops new products to help you stay competitive in diverse and evolving markets.

FAST RESPONSE Ai-CHA SUPPORT TEAM

As your business grows, our support team is always ready to assist with any challenges ensuring you never face issues alone.

Halal Certified by Indonesian and Malaysian Authorities



REPUBLIK INDONESIA
(REPUBLIC OF INDONESIA)
جمهورية إندونيسيا

SERTIFIKAT HALAL
(HALAL CERTIFICATE)

شهادة الحلال

Nomor Sertifikat
Certificate Number

ID00410012497010723

رقم الشهادة

Berdasarkan keputusan penetapan halal produk Majelis Ulama Indonesia nomor :
Based on the decree to stipulating halal products of the Indonesian Council of Ulama :

استنادا على قرار مجلس العلماء الإندونيسي عن تحديد الحلال للمنتجات :
MUI-SI-001626271123 Tanggal 30 November 2023

Jenis Produk Type of Product	Penyediaan makanan dan minuman dengan pengolahan	نوع المنتج
Nama Produk Name of Product	-Terlampir / As Attached-	اسم المنتج
Nama Pelaku Usaha Name of Company	PT AICHA FOOD INDONESIA	اسم الشركة
Alamat Pelaku Usaha Company's Address	GOLD COAST OFFICE TOWER LIBERTY LT. 20 UNIT D,E,F,G,H JL. PANTAI INDAH KAPUK, RT.6/RW.2, KAMAL MUARA, KEC. PENJARINGAN, KOTA ADM. JAKARTA UTARA, DKI JAKARTA, 14470, INDONESIA	عنوان الشركة

Diterbitkan di Jakarta pada
Issued in Jakarta on

1 Desember 2023

أصدرت الشهادة بجاكرتا في

telah memenuhi ketentuan perundang-undangan
Has complied with the provision of laws and regulations

قد استوفت أحكام التشريع

KEPALA
BADAN PENYELENGGARA JAMINAN PRODUK HALAL
HEAD OF HALAL PRODUCT ASSURANCE BODY

رئيس وكالة ضمان المنتجات الحلال

Muhammad Aqil Irham

Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh Badan Sertifikasi Elektronik, BSEN





KERAJAAN MALAYSIA
GOVERNMENT OF MALAYSIA

Sijil Pengesahan
CERTIFICATE OF AUTHENTICATION
HALAL

Rujukan
Reference : MPPHM (Domestik) 2020

No. Standard
Standard No. : MS 1500:2019

E02263

Adalah dengan ini diperakukan: It is hereby certified that:

MAKANAN DAN MINUMAN
(SEPERTI DILAMPIRAN)

yang dikeluarkan / diedarkan / diuruskan oleh: Manufactured / distributed / managed by:

AICHA FOOD MY SDN BHD [202201043502]
AICHA FOOD MY SDN BHD
LG-26 LOWER GROUND FLOOR BERJAYA TIMES SQUARE
JALAN IMBI
55100 KUALA LUMPUR, WILAYAH PERSEKUTUAN KUALA LUMPUR

telah mematuhi hukum syarak dan Standard Halal Malaysia dan disetujui oleh Panel Pengesahan Halal
has complied with Islamic Law and Malaysian Halal Standard and approved by Halal Certification Panel of

JABATAN KEMAJUAN ISLAM MALAYSIA
BLOK D, KOMPLEKS ISLAM PUTRAJAYA (KIP)

No. Ruj. / Ref No. :
JAKIM.700-2/3/2 185-05/2024

Tarikh dikeluarkan / Date of issue:
01 Jun 2025

Sah sehingga / Valid until:
31 Mei 2027

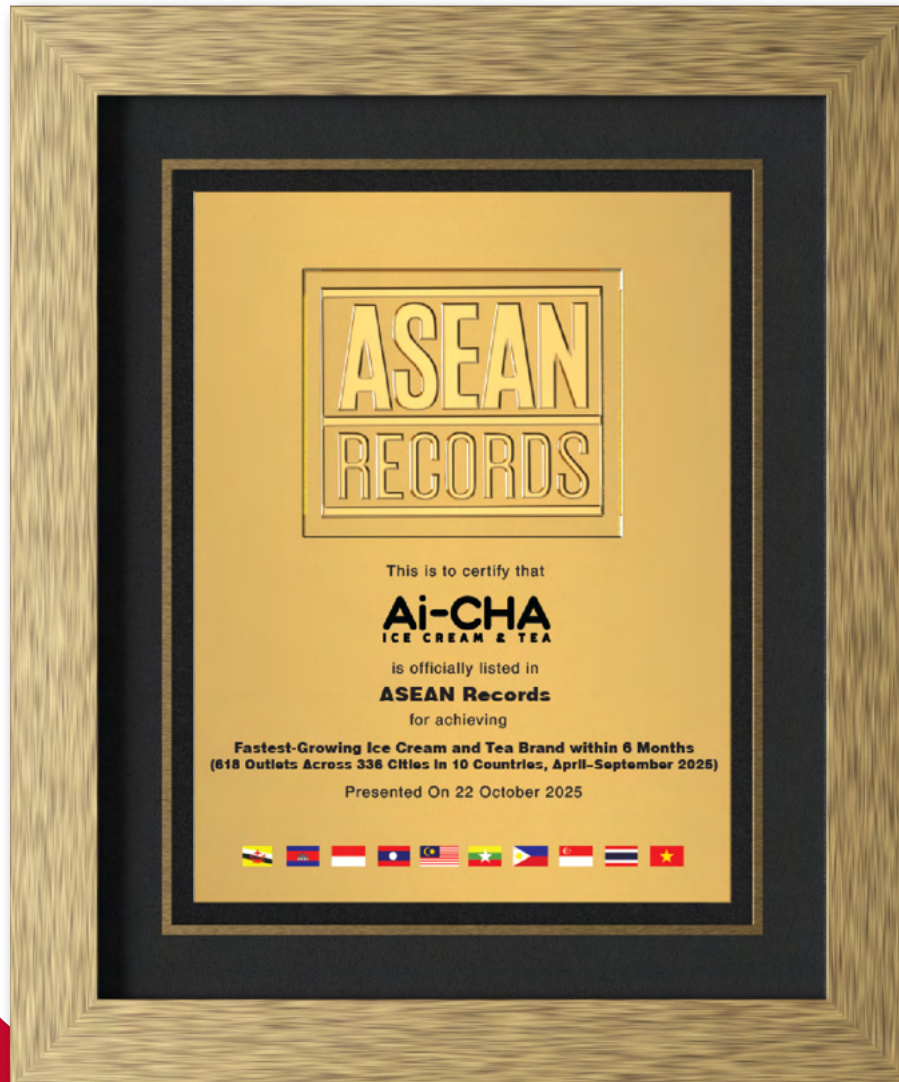
Tarikh awal pengeluaran / 1st date of issue:
01 Jun 2025

*Tarikh janaan sijil / Date of generate:
03 Jun 2025

Ketua Pengarah / Director General
DATO' DR. SIRAJUDDIN BIN SUHAIMEE
JABATAN KEMAJUAN ISLAM MALAYSIA
DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA



Official Awards & National Recognition



JOIN US IN GROWING OUR BRAND!

Let's work together to expand our community.





Ai-CHA
ICE CREAM & TEA



Ai-CHA
ICE CREAM & TEA

• Love Life Drink Ai-CHA •