Contents

<table>
<thead>
<tr>
<th>Company Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Profile and Vision</td>
</tr>
<tr>
<td>About the Group</td>
</tr>
<tr>
<td>Product Introduction</td>
</tr>
<tr>
<td>Menu</td>
</tr>
<tr>
<td>Product Packaging</td>
</tr>
<tr>
<td>Overall Visuals</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Franchisee Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franchisee Management</td>
</tr>
<tr>
<td>Franchisee Process</td>
</tr>
<tr>
<td>Franchisee Profit Plan</td>
</tr>
<tr>
<td>Education and Training System</td>
</tr>
<tr>
<td>Machines and Equipment</td>
</tr>
<tr>
<td>Store Information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Choose Us</td>
</tr>
<tr>
<td>Marketing Resources</td>
</tr>
<tr>
<td>Media Exposure</td>
</tr>
</tbody>
</table>
Company Profile
Brand Profile and Vision

"Without rules, nothing is accomplished."

What seems simple on the surface contains substantial content, much like our code of conduction as a human being and as a worker.

In 2017, we chose to start out in Beitou Market, driving a minivan through local markets, working in two separate locations a day.

Turning the 180 °C hot plates, we made affordable and delicious food, insisting on good quality and constantly innovating to create new flavors that will melt your heart.

Our customers are our friends and family and the main power to drives us move on forward.
About the Group

Dont Yell At Me Co., Ltd., established in response to the rapidly evolving trends of the times, is the only chain food-and-beverage enterprise in Taiwan that integrates design, food services, marketing and entertainment. In future, we aim to provide further upgraded capacity in vertical and horizontal integration.

2017

Dont Yell At Me Co., Ltd. officially established; The first Dont Yell At Me store in Zhongshan District opened.

2018

Dont Yell At Me expanded beyond Taiwan, entered the Asian market, opened its store No. 1 in Hong Kong.

2020

Dont Yell At Me expanded to the US and European market, opened its store NO. 1 in the US and in Canada.

2022

Dont Yell At Me Co., Ltd. expanded to include new businesses.

- Fruit Smoothies_FRULUVR
- Wheel Cakes_Money Cake
Product Introduction

* Season-limited products are launched from time to time to provide consumers with more choices *

Fresh handmade on the spot, Money Cake has a cake-like crust and fillings that take four hours to cook and prepare. This is a round full-bodied snack, affordable and beloved by all. In addition to the classic flavors of red bean, cream and taro, there are also innovative flavors such as Ferrero Rocher chocolate and cheese potato. We create exciting new flavors by combining different contrasting ingredients.
"Money Cake" is among Taiwan’s very few brands that offer wheel cakes and hand-shaken drinks on the same menu. Our exclusive Ice & Fire Fillings and Pure Tea choices are a perfect match for your afternoon tea. We aim to create a wide-ranging menu with premium tea and snacks for our consumers.
Product Packaging

Whether it’s for a large corporate event, a fundraiser, a product launch, a wedding, a birthday party, a dinner soirée or other small events for a special occasion, Money Cake is your ideal partner to provide quality services according to your product launch/party theme. The brand is innovative not only in its product range but also in business strategies. We offer bespoke Wheel Cake stamping services and gift packets for you to give to your corporate clients or guests for an extra sweet touch.
Overall Visuals
Taipei Bade Flagship Store
Brand Strength
Why Us?

Why Choose 【MONEYCAKE】?

**SUPPLY CHAIN**

Centralized kitchen that produces fillings to reduce our franchisees’ manpower and ingredient costs lower ingredient cost for bulk purchases.

**OPERATIONS**

Easy to make, fast to serve Transparent windows for the kitchen and transparent production process to earn customers’ trust.

**PRODUCT**

Diverse flavors, handmade ingredients, natural and reassuring. Constantly develop new products to attract new customers.
Marketing Resources

**Self-media**
- Celebrity Resources
- Ad Placement
- News Media Resources
- SEO Keyword Optimization
- Support for Self-Media Management
- Support for Publicity Materials

**3rd Party Collaboration**
- Delivery Platform Packaging and Optimization
- Cross-Sector Collaboration
- Special Partner Stores
Marketing Resources

【Membership system function and use】

- Customers can collect points for all brand product consumption within the group. This cross-brand point collection policy will attract more customers for cross-brand consumption. By becoming one brand franchisee, you will gain customers for all three brands in our group.

- Membership, points collection, marketing, and meal ordering all taken care of, with TA analysis reports and return customer consumption frequency.

- All communication done on the LINE platform.

【Discounts and coupons for members】

- Membership gift: Attract consumers to make their first purchase.

- Return Customer Coupons: Create a second purchase in a short period of time.

- Discount Coupons: Occasional release with messages delivered.

- Birthday Gift: Free meals within the group’s brands.

- Collect Points and Redeem Gifts: earn one point for every NT$30 you spend. The more you spend, the more points you collect. No limits on the points accumulation.
Media Exposure

車輪餅「一分錢一分貨」菜單
口味推薦！日賣千顆，爆漿內餡超療癒

北投市場內車輪餅「一分錢一分貨」菜單口味推薦！全新店面祭出免費送100顆優惠活動，愛吃要快！
by Ba - 2022/07/15更新

「一分錢一分貨」車輪餅新店面祭出免費送活動

原先位於北投市場附近的車輪餅「一分錢一分貨」車輪餅店，將「不要對我尖叫」母公司「合食餐飲集團」合夥經營，於2015台北小巨蛋附近開出全新門市。主要提供了口味，包括海苔奶油、紅豆、芋頭、芝麻與抹茶葉等等，還附加了整個金莎巧克力、OREO餅乾的口味選擇，車輪餅控趕緊衝進門吧！

中崙市場排隊車輪餅「一分錢一分貨」開售首日「狂賣千顆」

LIFE生活週報編輯 - 2022/07/20 23:26

開幕當天人氣滔滔不絕依舊超搶手！
還沒開攤就已經有人在排隊，在疫情期間，創造出首日開賣連三天賣千顆傳奇！「一分錢一分貨」從餅皮到餡料，每日手工現做，每顆車輪餅都必須要經過4小時以上的備料熬煮，餡料皆為時刻開營發燒，由時間加火候控制，才能堆疊出來好味道

圖／一分錢一分貨供應 / 16

北投車輪餅名店「一分錢一分貨」開新店啦！與「不要對我尖叫」母公司聯手，展店到松山區中崙市場內，不僅賣現流，還有實驗新品第二顆半價優惠，實在超夠料！

圖／一分錢一分貨供應

MONEY CAKE
Franchisee Information
Franchisee Management

HQ provides

- Regular monthly supervision
- Regular monthly mystery customer visit
- Regular quarterly consolidation training
- Follow-up instruction for new-product launches
- Annual conference: to review, share and discuss
- Reward franchisees with supervisory bonuses

Strict Control

- Ingredients procurement: Handled by HQ
- Price control: Evaluated by HQ
- Ingredients distribution & delivery: HQ’s 3PL collaborators

Achievement

- Store control capability
- Product quality control capability
- Strengthening of operation and coordination capabilities
## Franchisee Process

*The actual date will be adjusted according to the actual situation on-site.*

<table>
<thead>
<tr>
<th>Step</th>
<th>Process</th>
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<tbody>
<tr>
<td>1</td>
<td>Preliminary talks</td>
</tr>
</tbody>
</table>
| 2 | Sign the preliminary Franchise Agreement.  
   - Assist in finding and evaluating the right store locations. |
| 3 | Formal signing of Franchise Agreement.  
   - Start store fit-outs  
   - Recruit staff  
   - HQ training begins |
| 4 | Fit-out completed  
   - Franchise store training begins  
   - Continue to recruit staff |
| 5 | Trial operation  
   - HQ offers in-store staffing support |
| 6 | Pre-opening support for new media liaisons, copywriting output, etc. |

### Time Frames
- 7-14 days
- 30 days
- 2 days
- 7 days

### Notes
- **[n the preliminary Franchise Agreement]**
  Contains the Non-Disclosure Agreement and the Cooperation Framework Agreement. Only after signing can the franchisee access relevant software/hardware details and receive support in locating the suitable store.

- **[Start training]**
  Once the franchisee has recruited 3 or more workers, the franchisee must go to a store designated by the HQ for a complete training course which will last 14 working days in total.

- **[Appraisal of training results]**
  After completing the training, HQ will send someone to the store for on-site support and supervision of the operating procedures. Such appraisal will go on for a minimum of 3 days for each department.

- **[Trial run]**
  During the trial operation period, HQ will send someone to the store to support the trial run, respond to on-site problems and supervise the operation process.
Education and Training System

【Education & Training and Support】

- Store apprenticeship course 14 days / 120 hours
- Support with one senior staff in store for 3 days during trial operation period.
- Assist in store preparation before opening for 1 day.

【Course Content】

- Corporate Culture and Employee Code of Conduct
- Introduction and Storage of Raw Materials
- Description and Preparation of Beverages
- Store Opening and Closing Procedures
- Equipment Introduction and Use Instructions
- Introduction and Operation of Each Workstation
- Instructions on Ordering System
- Store Management Concept Sharing
- Store Operation Management and Report Preparation
- Operations Practice
## Machines and Equipment

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>POS computer ordering system</td>
<td>1</td>
</tr>
<tr>
<td>Ice making machine</td>
<td>1</td>
</tr>
<tr>
<td>Double-door glass display refrigerator</td>
<td>1</td>
</tr>
<tr>
<td>Double-door glass insulated cabinet</td>
<td>1</td>
</tr>
<tr>
<td>Commercial induction cooker</td>
<td>2</td>
</tr>
<tr>
<td>Sealing machine</td>
<td>1</td>
</tr>
<tr>
<td>Chest refrigerator</td>
<td>2</td>
</tr>
<tr>
<td>Chest freezer</td>
<td>1</td>
</tr>
<tr>
<td>10 gallon water boiler</td>
<td>1</td>
</tr>
<tr>
<td>Customized electric wheel pizza machine</td>
<td>3</td>
</tr>
<tr>
<td>Branding Rod</td>
<td>2</td>
</tr>
</tbody>
</table>
Store Information

# Moneycake
No.78, Section 3, Bade Rd., Songshan District, Taipei City.
02-2570-0080

# Chiayi Wenhua Store
No. 294, Wenhua Rd., Beimen Village, East District, Chiayi City.

# Taipei Zhongxiao Fuxing Store
No. 20, Lane 17, Section 4, Zhongxiao East Road, Daan District, Taipei City
【Overseas Business Contact】

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