



kofola[®]

ČeskoSlovensko

INCUBATOR

BRING YOUR GREAT IDEAS TO LIFE



We love new ideas

If there's one thing that's really true about Kofola, it's that we love new ideas and are always looking for new ways to do things. **The Incubator is our latest venture to support smart, creative people who aren't afraid to come up with something new.** We are interested in all innovative ideas that align with our entrepreneurial mission.

If you're nurturing an idea like this, we'd love to provide you with the resources to develop it.

In this material you will learn in more detail what we are interested in, possible ways of cooperation, and what we expect from you in return.

It would be a pleasure to have you as a member of our big Kofola family and help us write the next chapters of our story.

WHAT ARE WE
INTERESTED IN?

POSSIBLE WAYS
OF COOPERATION

WHAT WE EXPECT
FROM YOU?

WHY KOFOLA?

MEET OUR
TEAM

OUR RECENT
PROJECTS

Get to know us

Watch our mission video
to get to know us better.



JANNIS SAMARAS

CEO of Kofola Group



Our mission

If you love **nature**
and the people around you,
nothing else matters.
You'll always find a way.

What we are interested in?

In the beginning, we don't want to limit your ideas, although, generally, **they should make sense in relation to what we do.**

But we may also be interested in other innovative ideas if we believe they have great potential.

SUSTAINABILITY

NEW TECHNOLOGY

Hardware and digital.

EFFICIENCY

to have more time for our families and activities we love.

COST SAVING AND NEW REVENUE STREAMS

so we can afford to do all the things we enjoy.

CHANGING CONSUMER HABITS AND PREFERENCES

What are the possible ways of cooperation?



We can offer you the opportunity to become a part of Kofola Group as an employee and give you all the internal support necessary to develop your idea.

We can acquire a majority ownership in your company if we really like what you do (and if that is also your preferred option).

We are not afraid of cooperation with third parties.

It could even be something in between or any other type of cooperation that makes sense to both you and us.

WHAT IS OUR INVESTMENT RANGE?

From millions to a few tens of millions of Czech crowns per year.
Higher investments can be made in the case of unique projects with huge potential.

Rather than committing ourselves to spending a certain amount of money each year, **we prefer to invest rationally, according to specific situations and projects.**

Expected payback is five years.

Why Kobola incubator?

We can provide financial support.

We can partially allocate our own employees.

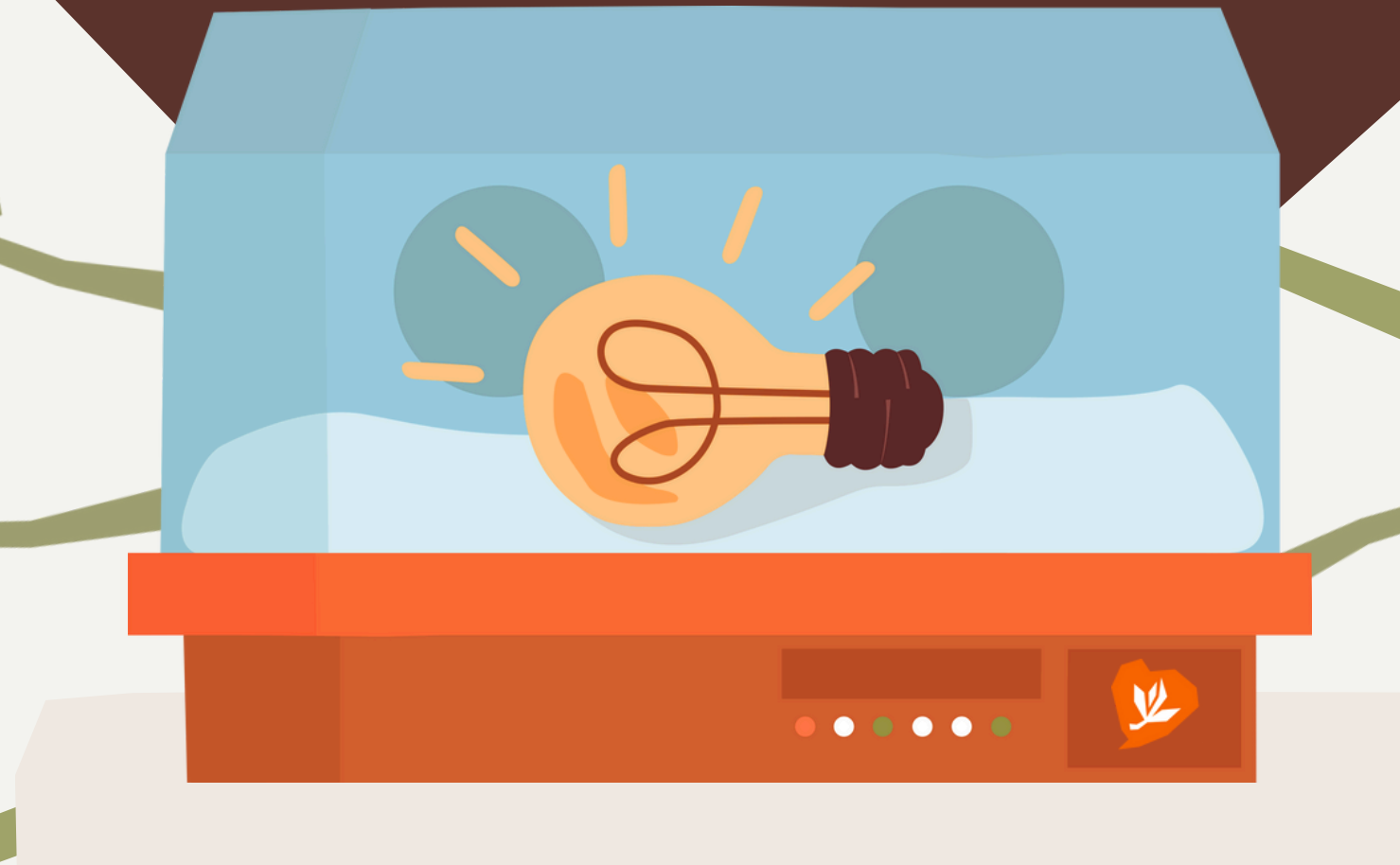
We possess the production machinery.

We can share our know-how and business experience.

We can provide transport.

We have a strong customer base in our home markets.

We offer an open, friendly, honest, and supporting environment that will help you grow and fulfil your potential.



What do we expect from you?

We are happy to devote time to your ideas. However, we would also kindly ask you to take the time to prepare the following materials to help us sort all incoming innovations.



Fill in this Q&A Excel file

Don't forget the Business plan section if this is applicable in your case.



Prepare a short presentation

PopDescribe your idea in a concise and engaging way on no more than five slides.

HOW TO CONTACT US?

Send both documents (Excel file and presentation in PDF format) to our email address - incubator@kofola.cz

WE KINDLY ASK FOR YOUR PATIENCE

We receive many ideas, and we are very thankful for all of them. If you receive no immediate response from us, it doesn't necessarily mean that we have given preference to our own ideas or other projects. It could just mean that we haven't had time for your ideas yet.

Who will be dealing with your ideas?



JIŘÍ RYPAR

Group Finance Manager

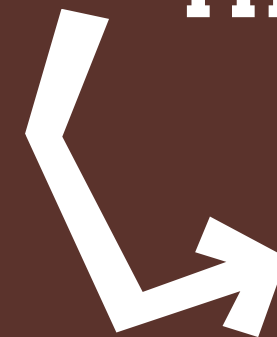


VERONIKA JUŘICOVÁ

Group Reporting Manager

Your ideas will be in good hands. Our colleagues Veronika and Jiří are responsible for the operation of the Kofofa Incubator. They will be your main contact point. Although it probably goes without saying, you can best get their attention with a precisely described business plan and a clear presentation rather than by trying to hunt them down over the phone.

HOW THEY WILL GUIDE YOU THROUGH THE PROCESS

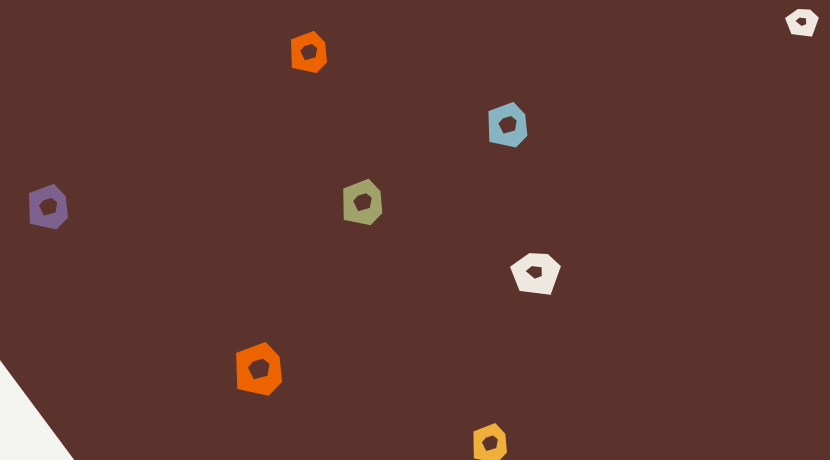


Initial assessment of your idea.

Identification of your strengths and mitigation of your weaknesses.

Arrangement of the first meeting with our top management if you proceed to that stage.

Support during the whole process and afterwards.





Projects that have already benefited from the incubator.

PRAGER'S

- has brought in experience of craft cider production
- is about apples in their natural form (no flavourings, preservatives, added sugar, or colouring)
- is the only CzechoSlovakia cider producer that uses
- returnable glass packaging
- in addition to ciders, this brand's portfolio also includes kombucha and soda

Visit website for more information





Projects that have already benefited from the incubator.

TUSELIE

- Tuselie is the term for ceramic containers designed for economical and controlled irrigation of plants
- cleverly uses physical laws known for over two thousand years
- reduces water consumption by 50-90% compared to surface watering
- saves time needed for watering
- reduces weeds, fungi and pests
- is made of natural materials

Visit website for more information

We would like to emphasize that we continuously improve and invest considerable time and effort into the research and development of our business. Therefore, it may be that from time to time we come up with ideas similar to your own. However, **we would like to emphasize that we build our business with honesty and will continue to do so.** By the same token, we would like to ask the same from you at all times during **our mutual cooperation.**

...AND BASICALLY THE SAME THING IN LEGAL TERMS:

For the avoidance of doubt, until a specific obligation is accepted by Kofola or you, nothing shall require either party to

- i. disclose any of its confidential information to the other party;
- ii. enter into any further arrangement, including, without limitation: (a) any licence agreement in respect of the confidential information and/or technology belonging to the other party; and (b) any sale or purchase agreement in respect of any business or part of a business; or
- iii. continue with any discussions or negotiations between the parties.

Except as expressly agreed by the parties, neither party grants to the other by implication, estoppel or otherwise, any right, title, licence, or interest in any intellectual property right.

Looking forward to your ideas!

INCUBATOR@KOFOLA.CZ

