

HYPER-CONVENIENCE HYPER-PERSONALIZATION HYPER-FOMO ERA



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While economic downturn and Covid-19 pandemic have affected a lot of business during the past 2 years, the crisis has also created many new business opportunities in response to the fast moving digital lifestyles.

TAO BIN, the 24-hour robotic barista, is one of the successful brands amidst the crisis, seeing the big white space between chained high-end café and 24-hour affordability coffee kiosk in convenience store.

Let us be your daily cup

YOUR ROBOTIC BARISTA

By combining the best specialty ingredients with modern technology, cloud computing, and robotics, we are transforming the entire coffee and beverage experience.

Quality, consistency, and convenience...
all in a square meter.

HYPER - CONVENIENCE

TOP 5 PURCHASING FACTORS ON AUTOMATIC MACHINE



Widely Available

66%



Easy-to-buy process

65%



Affordable price

61%



Variety of choice

59%



Choice of payment method

54%

Within a year, Tao Bin is available in almost 2 thousand spots nationwide. The company plans to increase its machines to 20,000 locations within 3 years. With this number, it means that we will see more Tao Bin machines than 7-Eleven, the leading convenience store in Thailand.

Tao Bin well understands the needs state of its target consumers that consumers often need just a quick cup of coffee or tea for daily refreshment or functional energy booster. They may need luxurious or check-in café for emotional fulfilment, but may be less frequent during the weekday or rush-time.

All those have tried Tao Bin aware that Tao Bin is not just an automatic coffee & tea making machine, but it is the real robotic barista who can customize fresh 170 beverage menu with affordable price range 20-45 Baht within a few minutes.

From a study conducted by **INTAGE**, Tao Bin's strengths are compatible with consumers' expectation, especially on the hyper-convenience factors including convenient place, convenient time (24-hour), convenient buying process, and convenient payment method.

HYPER- PERSONALIZATION

PROTEIN SHAKES โปรตีนเชイク



Although Tao Bin, by its format, is an automatic vending machine, but its ability to customize its menu to consumers' choice is one of its USP. The number of 170 available menu is much more than typical café.

Quality and consistency of taste is another advantage of this robotic barista. From social media listening, we often hear consumers' question

"Is there a person sitting inside the machine?"

Some consumers even eagerly wait for maintenance time to see the inside of machine. The company has to eventually announce its intellectual property and the legal right.



HYPER-FOMO

With Tao Bin outstanding marketing mix (Right product, at right time, at right place for right target group), it gains high eWOM (Electronic Word-of-mouth) from social media.

In order to stay in trend, consumers can easily find nearby **Taobin** machines from their mobile phone via Line.

The brand also has its membership program by cleverly utilizing its unique concept of Tao = turtle as the story-telling character of its members. By sharing what type of turtle you are in social media, it is an emotional reward for consumers who aim to tell their friends that they become a master not just a shy turtle.



SHY TURTLE

Register your phone number

- Collect 1 shell per 20 Baht



WALKING TURTLE

Register on our Tao Bin line  @taobin

- Collect 1 shell per 15 Baht
- Get 50% off on birth month (one-time)



FLYING TURTLE

Collect 150 shells+

- Get 1 welcome drink coupon
- Collect 1 shell per 15 Baht
- Get free drink on birth month



MASTER TURTLE

Collect 350 shells+

- Get 1 welcome drink coupon
- Get free drink on birth month
- Get TAO BIN special new year gift.

Apply Tao Bin member via Line app

Say hello to the TAO BIN Club, the Smarts coffee machine



When you join Tao Bin, you'll receive surprise rewards for simply being our guest. After your first visit as a member, you'll get a 50% discount!



Tao Bin Rewards Program is subject to all rewards to the program Terms and Conditions, which change from time to time and are available by clicking [HERE](#). By clicking join, you acknowledge you have read and agree to be bound by the program Terms and Conditions.

The applying process is user-friendly for all gens, with limited information required.



THE KEY SUCCESS FACTOR

What we have learned from **Tao Bin**.

- ◆ Its integration of Technology and Psychology of understanding consumers' needs state in this hyper-era has become its unique selling proposition.
- ◆ Its differentiating business model with the low operating cost has accelerated its scale-up ability and business growth plan.
- ◆ The unique selling point is becoming more and more important in this 'never-normal' world