

KaleMart24

THE "WHOLE FOODS MARKET" OF C-STORES

Agenda

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Problem

These days, time is scarce and convenience stores (c-stores) play an important role in saving time. The on-the-go, health-conscious younger generation is driving the trend for increased visits to c-stores. Millennials make frequent trips to smaller stores to get just the food they need for the next couple of days.

Millennials are becoming more conscious about their health, however, natural food and beverage options in c-stores are currently very limited or inexistent.

KaleMart24 is breaking through the mold of c-stores being associated with junk food by offering healthier choices that cater to a mobile savvy younger generation in order to succeed.

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Solution

Natural Convenience Stores

Natural convenience stores that bring excitement and fun to the shopping experience. KaleMart24 is hungry for local, organic & plant-based foods. The overall trend in c-stores is towards fresh and healthy prepared food items. We're taking advantage of the current consumer shift from junk food to fresher, trendier options. We're revolutionizing c-stores.

Welcome to the new era of C-STORES.

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Market Overview



\$56 billion

Sales in the organic Food and Beverage sector in 2021

20%

of household dollars are spent by millennials.

Sales in the organic Food and Beverage sector grew by 2% between 2020 and 2021. Organic sales are increasing because consumers are becoming more conscious about their health. Many people believe that organic foods contribute to a healthier diet than conventional foods.

The overall trend in c-stores is towards fresh and healthy prepared food items. Millennials desire a higher quality food experience with a unique narrative and authentic global flavours.

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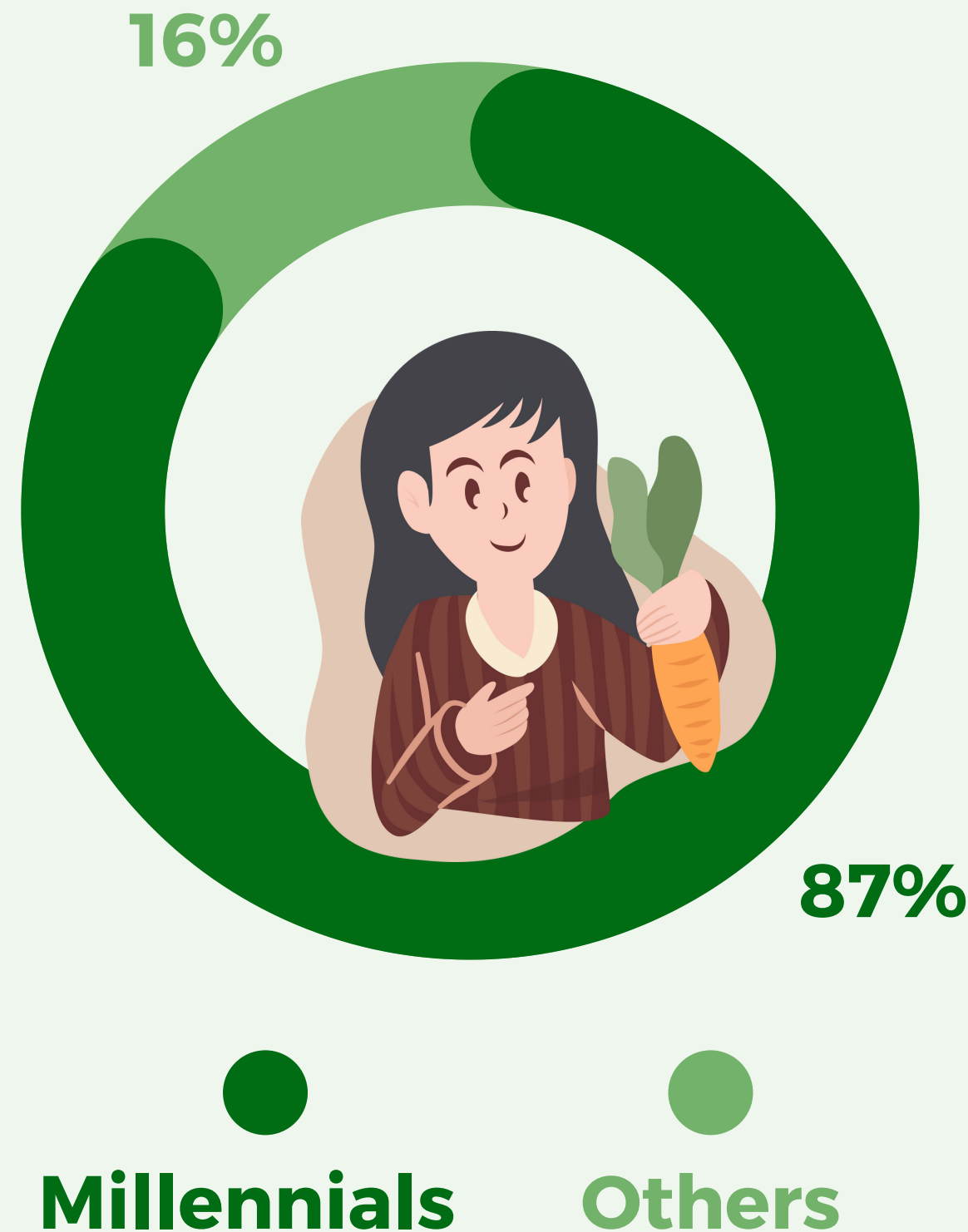
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Target Customers



Millennials

Millennials want to save time. They are on-the-go and health-conscious, driving the trend for increased visits to c-stores.



Others

Variety of customers in other socio-economic categories.

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What influences c-store shoppers?

Lifestyle

These days, time is scarce and c-stores play an important role in saving time. Younger generations are increasing their visits to c-stores, but want more healthy options to fit their health-conscious lifestyle.

Location

Close-to-home or on the way to work locations are paramount to take advantage of the important food on-the-go category.



Leveraging Tech

Self-checkout, contactless and mobile payments encourage shoppers to shop easily and buy often.

Loyalty

Loyalty reward programs have become increasingly important for c-stores. The data is leveraged to create rewarding experiences that appeal to customers' behavior and preferences.

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KaleMart24

THE "WHOLE FOODS MARKET" OF C-STORES

KaleMart24 is breaking through the mold of c-stores being associated with junk food by offering healthier choices that cater to a mobile savvy younger generation. One opportunity for KaleMart24 is that increasingly many cities are faced with economic and geographic barriers to accessing healthy and culturally appropriate food. Part of the problem is that most neighbourhoods are underserved by affordable and healthy supermarkets. Often, there are no commercial spaces available to simply open more supermarkets. There is, however, an abundance of space for small convenience stores, which could be utilized to better serve communities. Today's fast-paced lifestyle makes KaleMart24 uniquely positioned to capitalize on platforms that reach consumers on-the-go.

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Look & Feel

Modern look & feel while still maintaining an earthy ambiance – more lifestyle brands with high quality fresh food and beverage products.

KaleMart24 is a sustainable c-store chain that makes shopping for organic and healthy foods incredibly fun, with the homey feel of a market, yet the modern elegance of an upscale c-store.

Curating specialty brands and products, KaleMart24 includes all the usual sections of a c-store, along with a small personal care section, and a small organic pet section.



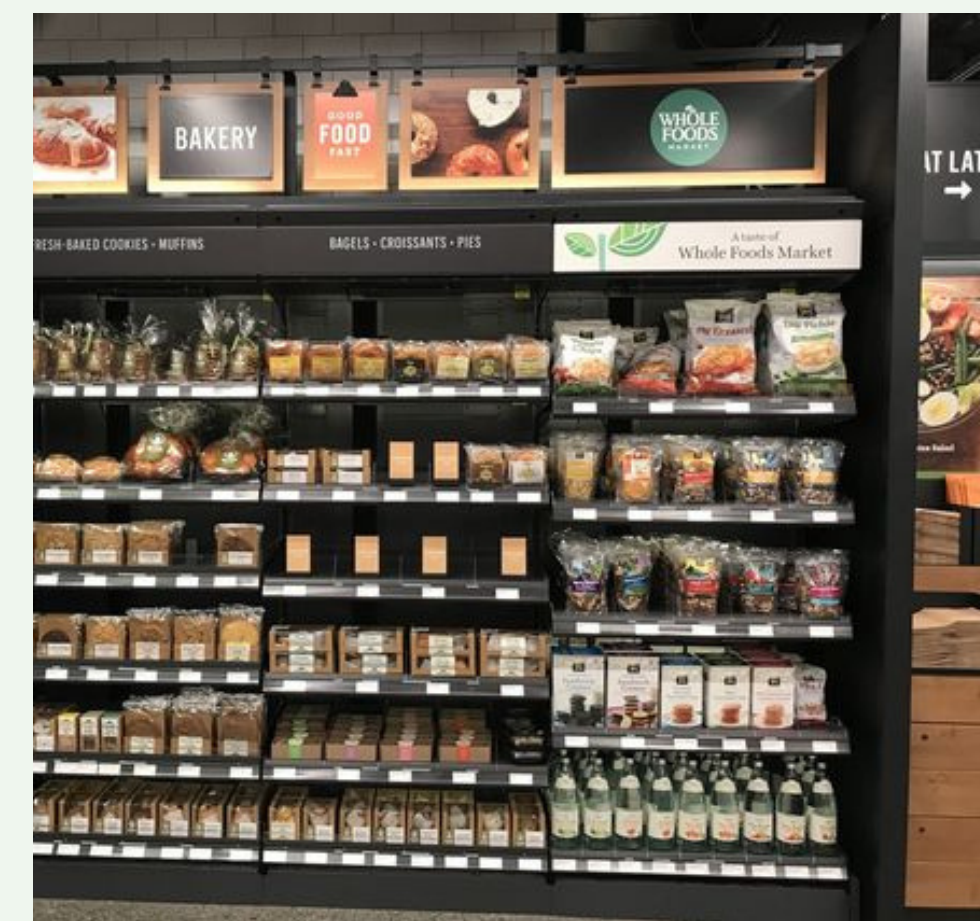
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Better & Different

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Urban Philosophy

Fostering connection between people, food and the neighbourhood.

02

Unique Environment

Located in urban neighbourhoods not in close proximity to major supermarkets.

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Natural and Local Products

Only the best local natural and organic foods with self-serve and self-checkout operations.



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Bold & Disruptive



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Why shop with us?

We look for the best natural and organic foods available, maintain the highest quality standards in the industry, and have a strict commitment to sustainable food.

Our secret recipe to winning involves a careful balance of brand consistency, customer appreciation, innovative assortment, and ease of experience.

KaleMart24 is also deeply entrenched in local communities, giving customers the option to support local suppliers

1) Quick Grab' n Go

Geared towards those attempting to grab a quick and fresh lunch/snack in time to make it back to the office or to class .

2) Easily Navigable

The layout is standardized and easily navigable, and you can check yourself out or interface with an associate.

3) Support Local

Personalized shopping experience, giving customers an option to support local suppliers.

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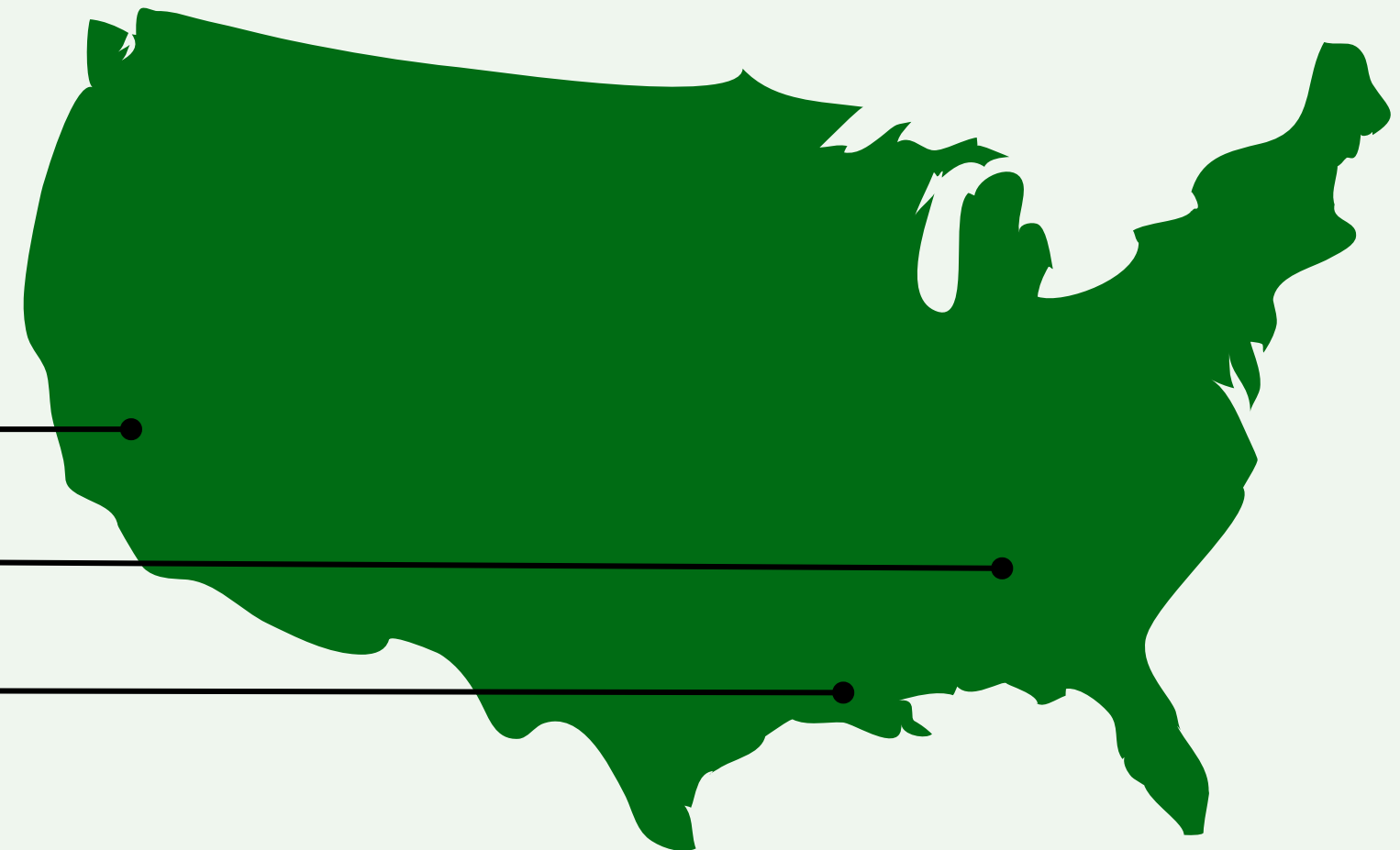
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National Expansion Plan

KaleMart24's plan is to start building a strong presence in urban areas of major Canadian cities to establish national brand awareness before expanding to rural regions.



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Vancouver - 4 locations by 2025

Montreal - 5 locations by 2025

Toronto - 11 locations by 2025

Financial Projections

By establishing a strong national brand awareness in major cities, KaleMart24 will expand to further regions, and exponentially grow within its three first years.

We envisage getting our store count to 6 by the end of our second fiscal year and reaching a count of 30 stores by the end of our third fiscal year.

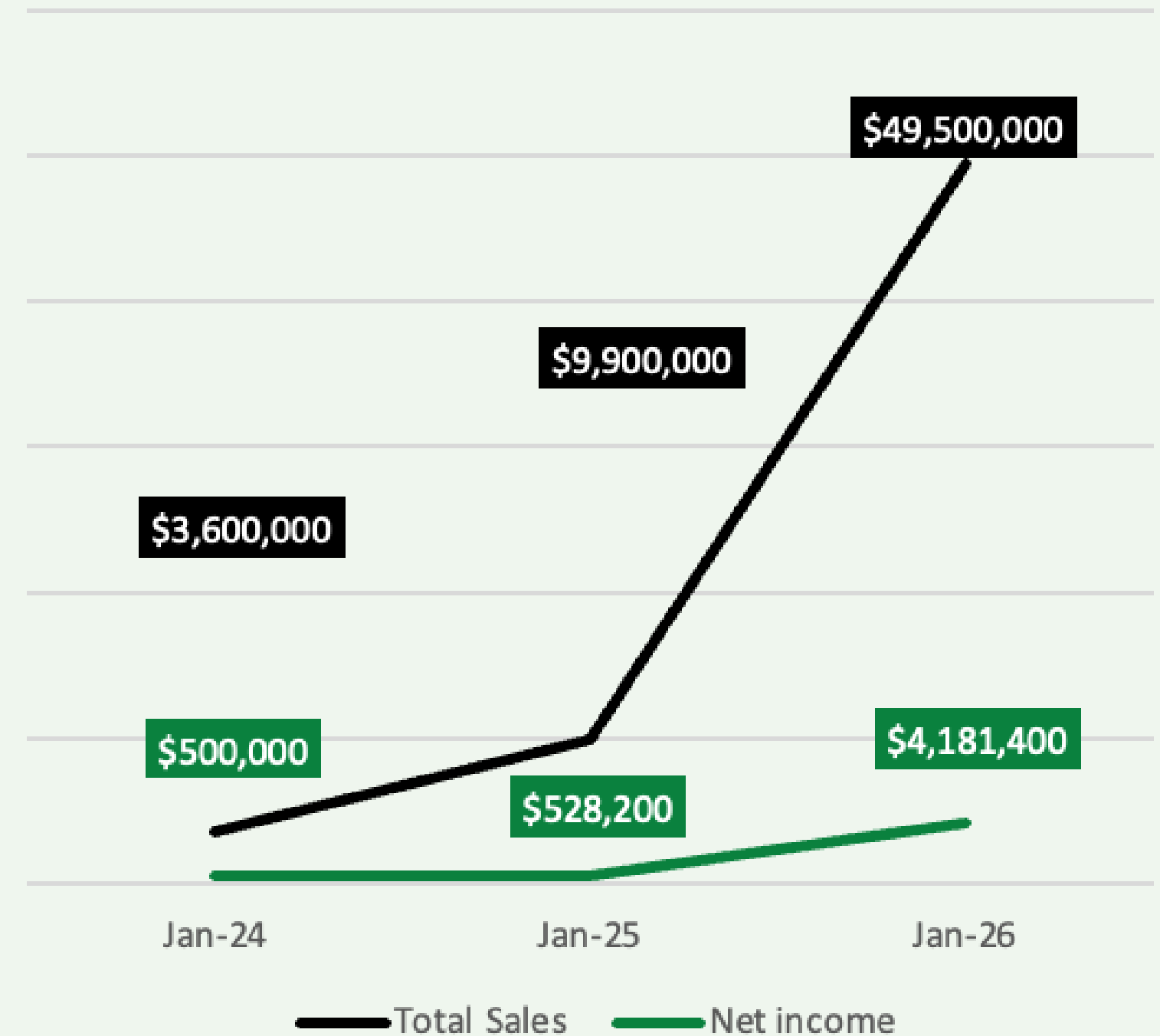
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Key Partners

We've partnered with the best in-class firms in design and brokerage to establish a top-notch retail brand that will successfully resonate with our target customers.

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GH+A
design studios



Design Studios

Global architecture

Design studios specialized in retail with a creative team of 300+ passionate, curious, and strategic thinkers.

think
retail

Real Estate

Brokers

A bespoke brokerage that partners with industry leaders, providing highly specialized real estate services to ensure powerful retail growth.

UNFI
BETTER FOOD. BETTER FUTURE.

Key Supplier

Distributor

The largest wholesale distributor of health and specialty food in the United States and Canada, it is Whole Foods Market's main supplier.

Our Founder

Bringing Ideas From Sketch To Life

Sam is an engineer-entrepreneur who previously founded Toro Beverages Inc, the company behind **Toro Matcha Energy Drinks** and **Matcha Colada Hard Seltzers**. He is a real hustler who never takes no for an answer.

Sam's passion is hitting again with **KaleMart24**. Until now, convenience stores offered nothing new; most of what you could find on their shelves were sugar-loaded drinks, unhealthy snacks and packaged food made with synthetic ingredients, all pushed with nasty marketing strategies to hide what's inside.

KaleMart24 aims to break through the mold of c-stores being associated with junk food by offering healthier choices that cater to a mobile savvy younger generation.



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