

VALUE COFFEE FRANCHISE 'MAMMOTH COFFEE' IS ACQUIRED BY ORCHESTRA PRIVATE EQUITY FUND

ORCHESTRA ACQUIRES OPERATOR OF VALUE COFFEE FRANCHISE 'MAMMOTH COFFEE', ESTABLISHING A PLATFORM FOR DOMESTIC GROWTH ACCELERATION AND ENTRY INTO THE JAPANESE VALUE COFFEE MARKET

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Orchestra Private Equity VII, L.P. ("OPE VII"), managed by Orchestra Private Equity ("Orchestra"), has acquired a 100% stake in Mammoth Coffee Lab., Ltd. ("Mammoth Coffee Lab"), operator of the value coffee franchise 'Mammoth Coffee', and Seojin Roasters. Inc. ("Seojin Roasters"), a specialty coffee bean roasting company.

Mammoth Coffee Lab operates approximately 900 franchise stores nationwide, with sales reaching KRW 85 billion, supported by its in-house roasting factory Seojin Roasters, which recorded sales of approximately KRW 23 billion. Mammoth Coffee has established a scalable franchise business model built on efficient operational systems, including kiosk-based ordering and automated production processes, while strengthening customer engagement through mobile-based ordering and payment channels. The Company's in-house roasting capabilities through Seojin Roasters further enhance its competitive positioning through vertical integration, delivering cost competitiveness and supply chain stability.

Changhoon Lee, incoming CEO of Mammoth Coffee, brings hands-on experience in driving business growth and operational improvement during Orchestra's investment in KFC Korea. He commented, "Our growth initiatives will focus on continued store expansion and operational advancement in the domestic market, alongside enhanced digital customer experiences. In parallel, we will pursue a phased market entry and expansion strategy in Japan, capitalizing on the structural opportunity in the value coffee segment."

Orchestra recently completed the successful exit of KFC Korea and intends to leverage its accumulated investment and operational expertise in the food service and franchise sector to support Mammoth Coffee's growth strategy and value creation. Jay Kim, Partner at Orchestra, noted, "Mammoth Coffee is a platform combining operational efficiency with scalability. Drawing on Orchestra's track record in food service and franchising, we are committed to accelerating domestic growth execution while pragmatically pursuing growth opportunities in the Japanese market."

With the Mammoth Coffee investment, Orchestra has established its seventh fund, bringing total assets under management to approximately KRW 450 billion. Nexia Samduk served as the financial and tax advisor, Kearney as the management consultant, and Bae, Kim & Lee LLC as the legal advisors.

About Orchestra Private Equity

Orchestra Private Equity is a cross-border, Asia-based private equity fund that invests in small and mid-size enterprises (SMEs) to foster them into global champions. Based on the intrinsic value of the investee company, Orchestra provides knowledge and experience to create enterprise value from a long-term growth perspective. In close collaboration with the management of the investee company, Orchestra enhances enterprise value through organic growth and regional expansion, as well as by institutionalizing business operations through outstanding leadership and pursuing additional domestic and international mergers and acquisitions. For more information, please visit www.orchestraprivateequity.com. For press inquiries, please contact information@orchestraprivateequity.com.

About Mammoth Coffee Lab

Mammoth Coffee Lab is the operator of value coffee franchise brand 'Mammoth Coffee', which has achieved rapid growth through its affordable pricing and efficient operating model. The Company enhances franchise store efficiency through kiosk-based ordering and standardized store operating systems, delivering

consistent quality coffee to customers across approximately 900 franchise stores nationwide. For more information, please visit www.mmthcoffee.com.

About Seojin Roasters

Seojin Roasters is a manufacturing company specializing in coffee bean roasting and processing, supplying roasted beans to a diverse range of coffee brands and food service operators through its proprietary roasting facility. Equipped with high-capacity production infrastructure and a standardized quality management system, the Company has established long-term partnerships with numerous clients underpinned by stable and reliable production capabilities.