

Press Release

For immediate release

% Arabica Brings Its World Class Coffee Experience to BSD City



% Arabica Indonesia opens its eighth outlet at the country's first open-air lifestyle and entertainment center.

Jakarta, 7 November 2024 — % Arabica has unveiled its newest Indonesian store at BSD City The Breeze, merging minimalist, Japanese-inspired design with a welcoming, community-oriented vibe. This thoughtfully crafted space, located at the Lobby of the country's premier open-air lifestyle hub, offers an immersive coffee experience with expansive glass facades, lofty ceilings, and seamless indoor-outdoor seating.

This is % Arabica's sixth store on Java Island and eighth in Indonesia. Designed by long-time partner Nomura 10, the store spans 238 square meters across two floors, offering a cozy blend of indoor and outdoor seating. A sleek wooden plank connects the mezzanine and first floor, creating flow and discovery, framing both baristas at work and guests enjoying their coffee. This airy plank embodies the brand's seamless blend of nature and design, inviting exploration and fostering a sense of community.

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To celebrate, the store debuted an exclusive Basque cheesecake with a Japanese twist, available only at this location and designed to pair perfectly with % Arabica's signature coffee brews. Alongside their signature Basque cheesecake, % Arabica also offers a delectable Palmier Seasalt, a delicate, butterfly-shaped French pastry with a hint of sea salt, and the Apple Tatin, a beautifully crafted sweet indulgence.

As both a coffee sanctuary and community hub, % Arabica BSD City The Breeze invites coffee lovers to enjoy world-class brews in a setting that balances nature with urban elegance.

For more information, contact +62 811 1918 0736.

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About % Arabica

% Arabica is a brand recognized globally thanks to its distinctive % logo (reminiscent of coffee cherries on the branch of a coffee plant), inimitable store aesthetic and, most importantly, the brand's high-quality specialty coffee menu, all brewed using state-of-the-art equipment. The brand's international acclaim is testament to founder Kenneth Shoji's four core values:

- #SeeTheWorldThroughCoffee - The notion of Kenbun (which loosely translated means 'to see and to hear' in Japanese) led founder Kenneth Shoji to create this brand motto. The company aims to open stores in amazing destinations globally so that young baristas can see the world, set personal goals, and, one day, challenge the world with their own ideas. Twice a year, % Arabica invites baristas from around the world together for a programme of events in different cities to give them an opportunity to travel, explore, and learn more about coffee and its global reach.
- Timelessness - % Arabica remains true to its brand identity of offering the best beans, the best service, and the best state-of-the-art equipment. It does not need to follow or adapt to fads and trends. Kenneth believes 'something good does not have to change' so the drinks menu is simple and minimal. Japan is famed for having many 100-year-old

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companies and remaining true to its core values, % Arabica aims to bring sustainable long-term stability to the company, customers, and the supply chain.

- Identity - Aesthetically, % Arabica spaces showcase the highest attention to detail; a minimal yet purposeful design and all original features, down to even the light switches, door handles and amplifiers. Each store places wood-paneled Slayer espresso machines at center stage which have been custom-made and built by hand in the USA.
- Japanese sense of beauty - % Arabica celebrates its Japanese roots by highlighting the culture's hardworking, simplistic, and functional ideologies. Baristas are encouraged to work with Teinei (being mindful of your surroundings) and not waste a single movement or moment in their workflow. Every cup of coffee served must be made to the best of their abilities to showcase the quality of every component in the cup and show to customers the dedication of every member of the global team that played their part in bringing % Arabica to Indonesia and other countries worldwide.

About ATERIA Group

The goal of Ateria is to enrich the lives of Indonesian consumers through a well-curated selection of global brands. As a tech-enabled, AI-integrated, multi-brand lifestyle F&B operator, Ateria's team of dedicated professionals is committed to serving consumers with life-changing dining experiences utilizing the latest technological advances. Ateria operates SaladStop!, % Arabica, Meatsmith, Meatsmith Xpress, Grains of Glory, Revive Smoothies in Indonesia with hopes of expanding to more brand locations by the end of 2024.

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