



SPoT Coffee (Canada) Ltd. (“SPoT”)

Company Overview

SPoT designs, builds and operates community-oriented cafés that provide its customers from every lifestyle and culture with the highest quality service, signature light meals and roasted in-house gourmet coffee.

- SPoT Cafés are not built on uniformity of product and style and each café is uniquely designed to reflect the history and culture of its surrounding community.
- SPoT prides itself on offering an exceptional experience with superior customer service, high quality food and a welcoming comfortable atmosphere.



Market Information

Trading Symbol: TSX-V: SPP
Outstanding Shares: 63,987,732
Auditor: McGovern, Hurley, Cunningham, LLP
Legal Counsel: TingleMerrett LLP
Bank: The Bank of Nova Scotia
Web Site: www.spotcoffee.com

SPoT’s Differentiating Characteristics



- **Unique In-House Blended and Award-Winning Premium Arabica Coffees**
 - SPoT roasts all of its own coffee in-house using premium Arabica beans
- **Innovative and Unique Café Designs**
 - Each SPoT Café reflects its surrounding by incorporating elements from the history and culture of its community to create a friendly and welcoming environment
- **Gourmet Food Selection**
 - SPoT’s menu features home style soups, sandwiches, salads, baked goods, deserts and freshly prepared pizzas
- **High Retention and Quality of Employees**
 - SPoT is committed to offering customers the highest quality products and services and believes that its employees are central to its continued success
- **Community-Oriented Marketing**
 - Café event and marketing programs help to nourish a sense of community gathering and allow SPoT to give back to each community

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Investment Highlights

- ✓ **SPoT is More Than Just Coffee**
 - SPoT's menu serves all segments of the day (breakfast, lunch, snacks, dinner) through an affordable offering ensuring optimal full day real estate usage and revenue generation from each café
- ✓ **SPoT currently owns and operates six corporate cafés with three more cafés currently under development**
 - SPoT is completing the infrastructure to support strategic expansion
- ✓ **SPoT maintains a strong competitive advantage**
 - Each café is uniquely built to reflect the surroundings of its community and not built on uniformity of product and style
- ✓ **SPoT has established relationships and alliances which further strengthens SPoT's brand presence and awareness within its communities**
- ✓ **SPoT has shown significant improvement in café operating margins**
 - Successful operating initiatives to lower all café operating costs have resulted in over 200% increase in total café free cash flow generation (Total Café EBITDA) over last 20 months
- ✓ **SPoT's Management and Board of Directors have extensive experience with a proven track record of success**

Recent News Releases

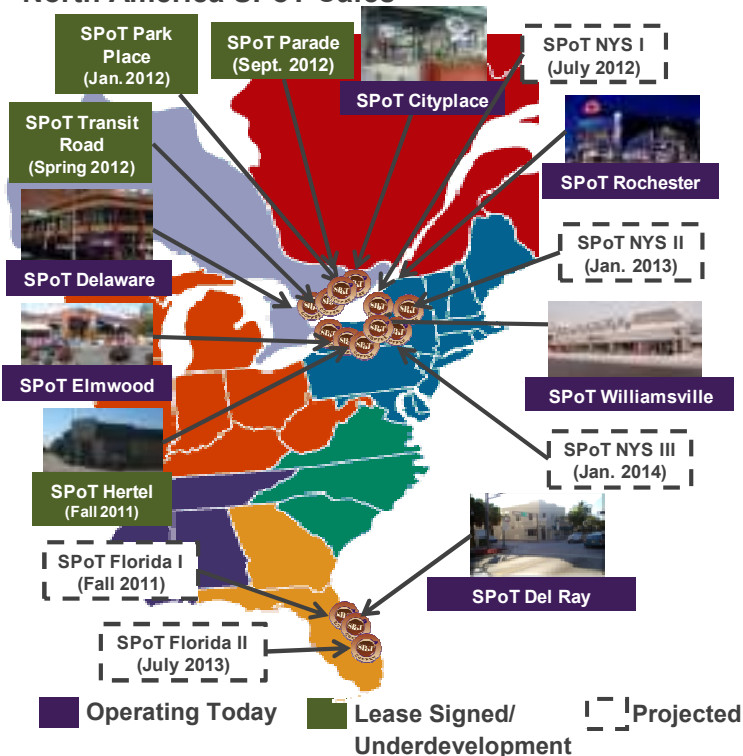
- 10.06.11:** SPoT Coffee Announces Ninth Location and Hertel Café Operating Partner
- 08.18.11:** SPoT Coffee Second Quarter 2011 Results: Reports 22% Increase in Sales over Previous Quarter
- 08.10.11:** SPoT Coffee Provides Update on New Café Openings
- 08.03.11:** SPoT Coffee Closes \$750,000 Financing: Proceeds Fund New Cafés
- 07.18.11:** SPoT Coffee First Quarter 2011 Results: Reports 15% Increase in Gross Profit
- 06.14.11:** SPoT Coffee Closes Follow-On Financing, Continues Corporate Expansion

SPoT Contact Information

Lindsay Cross, Investor Relations
 Telephone: (416) 368-2220 Email: lcross@spotcoffee.com

SPoT's Projected Café Openings (to 2014)

North America SPoT Cafés



Middle East SPoT Cafés



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