

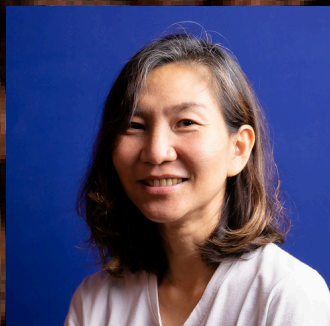
The logo for Kad Kokoa, featuring the words "kad" and "kokoa" in a bold, lowercase, sans-serif font. "kad" is in a light blue color and "kokoa" is in a darker blue color. The logo is set against a dark blue circular background.

**kad
kokoa**

Kad Kokoa Co., Ltd
Premium Thai Cacao
Founded in 2017



Leo Sebag
Director



Nuttaya & Paniti Junhasavasdikul
Co-Founders

introduction and vision

Kad Kokoa is redefining the identity of Thai chocolate. By uniting local farmers, scientific partners, and world-class chefs, we are building a sustainable cacao ecosystem that connects Thailand's terroir to the finest tables worldwide.

Mission: To craft exceptional, single-origin Thai chocolate and cacao ingredients that celebrate Thailand's unique terroir, while empowering local farmers through sustainable and ethical practices.

Values:

- Commitment to social, economic & environmental sustainability
- Fairness and transparency across the supply chain
- Deep respect for Thai farmers and terroir

Leadership Approach:

Empower passionate people who share our values.

Build career opportunity through trust and pride.

Continuously adapt systems and process to enable people to thrive. Our people drive innovation, not the other way around.

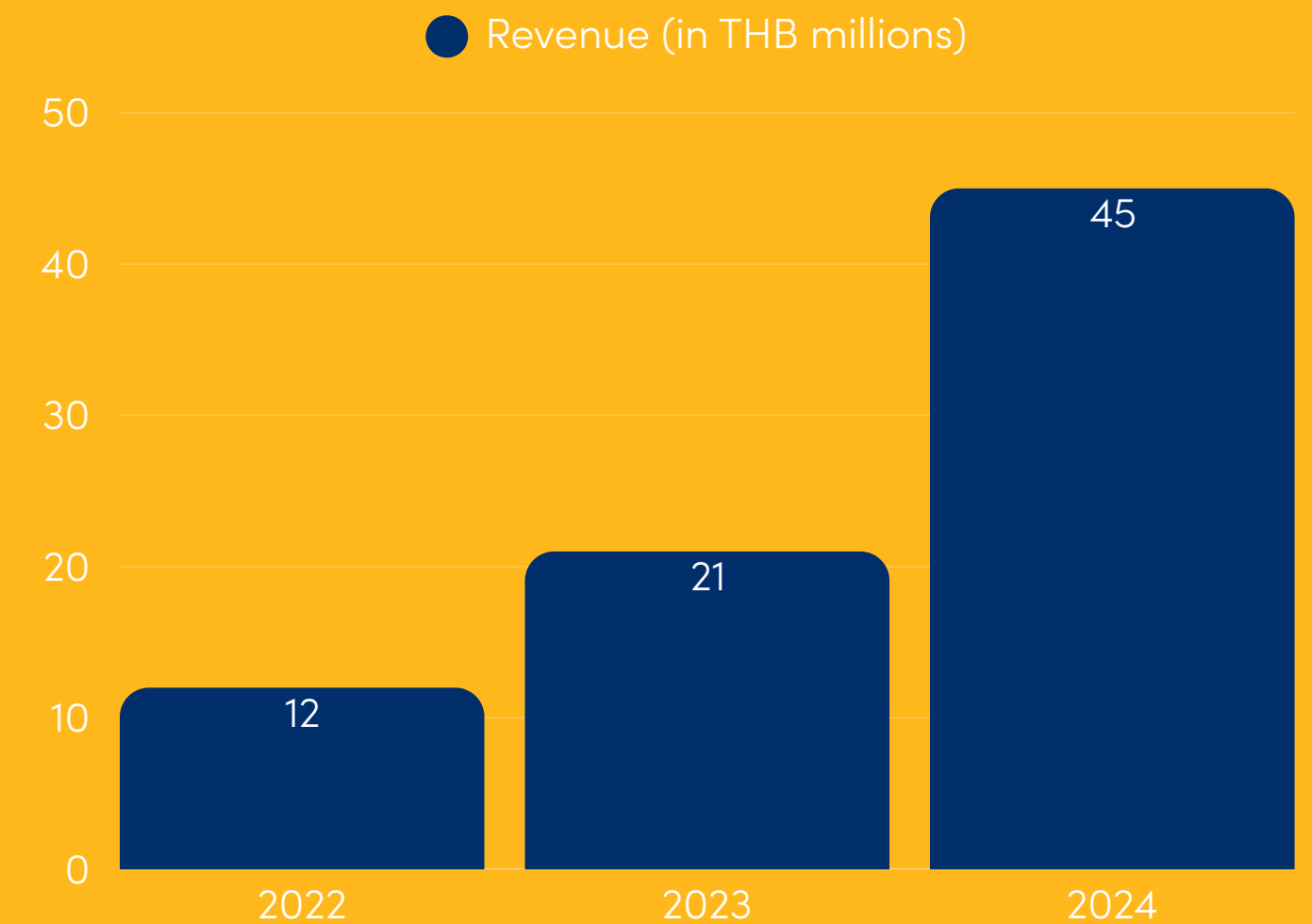
growth and performance

From Local Pioneer to National Reference

- Nearly 4x Consolidated Revenue Growth between 2022 and 2024.
- Over 50+ partner restaurants & hotels nationwide
- 3 flagship cafés in Bangkok + growing B2B distribution
- First Thai brand awarded at international chocolate competitions

Milestones:

- 2018: Launch of Kad Kokoa Café (Bangkok)
- 2019: First International Award (Academy of Chocolate)
- 2022: Bean-to-bar factory expansion, opening of our second flagship store, first export to the USA
- 2024: Opening of Kad Kokoa Japan and Contract with Thai Airways
- 2025: Upstream expansion, 10+ new farmers under contract, development of fermentation centers.



innovation in chocolate



Data-Driven Craftsmanship

We collect fermentation and roasting data from every batch, partnering with Chulalongkorn University's ISTC to analyze and share cacao science with farmers nationwide, turning craftsmanship into collective knowledge. This allow farmers to sustainably grow quality cacao with enough technical and financial background.

In 2025, we open our first fermentation facility to gain more control and consistency over our various sources of supply.



Market Insight-Driven Brand Strategy

Thai consumers and tourists experience chocolate differently so we created a second brand "Kad Creamery" to focus on cookies, ice creams and chocolate snacks, much more relevant to Thai palate. Kad Creamery received excellent feedback on its first year, and is planned for 15 shop openings by 2030

resilience and impact

Turning Crisis into Catalyst

When the global cocoa crisis late 2024 hit and prices surged, Kad Kokoa didn't retreat, we reinvented. We sent our sourcing manager across Thailand to reconnect directly with farmers, uncover new origins, and secure the foundations of a more resilient supply chain. By adopting a variable pricing model, we turned volatility into opportunity — maintaining fairness for farmers while gaining new market share and trust.

Social & Economic Impact

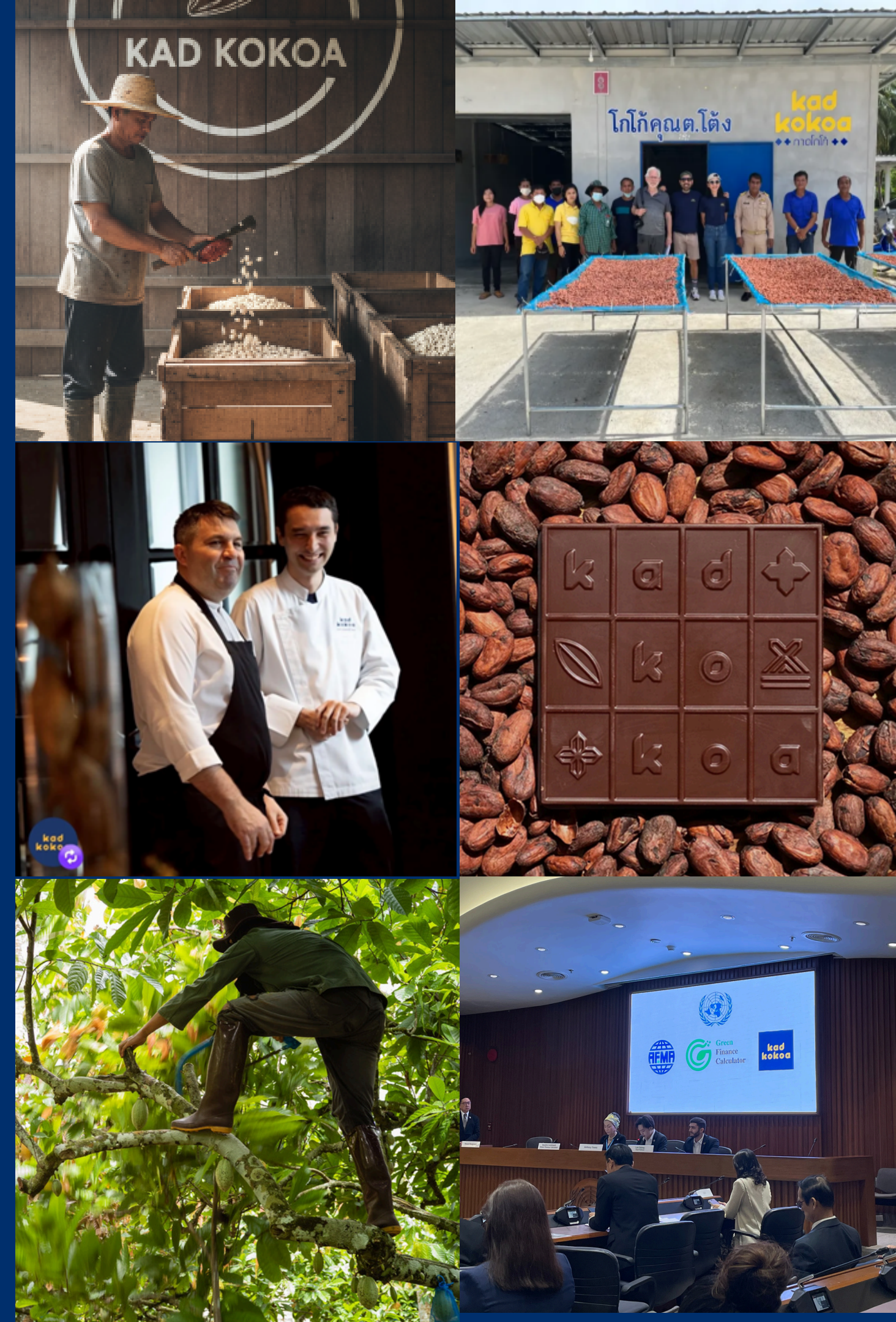
- Endorsed by the UN as the first company to enter the GreenFinanceCalculator program, in order to evaluate our carbon footprint and aim to reach zero carbon by 2030.
- Strengthened partnerships with smallholder farmers across multiple Thai provinces
- Ensured price stability and knowledge transfer during industry uncertainty
- Created new training opportunities on fermentation and quality control

Franco–Thai Ecosystem Contribution

Kad Kokoa stands as a cultural bridge between Thailand and France — uniting craftsmanship, gastronomy, and sustainability:

- Shared Thai cacao expertise across ASEAN through the Puratos Grand Place network
- Organized workshops with the French Embassy and training sessions at Le Cordon Bleu
- Promoted Thai cacao in French culinary schools and chef communities
- Encouraged ingredient exchange: Thai cacao meets French pastry tradition

From crisis management to cultural diplomacy, Kad Kokoa proves that resilience is not only about surviving — it's about elevating an entire ecosystem.



engagement and future

Our Next Chapter: Dual-Growth Strategy

- Upstream company: sourcing, fermentation, bulk chocolate
- Downstream company: creation and innovation, retail, and global sales

→ A mirrored growth model, because sales growth is nothing without supply growth. So our upstream company will focus on increasing volumes and quality of beans in Thailand, while the downstream company will focus on innovating to meet fast-evolving consumer demand.

Long-Term Vision:

Make Kad Kokoa the synonym of Thai cacao globally, as Valrhona represents France, but driven with sustainability.

Next Steps:

- Expansion into Europe via France with chef collaborations, events, cultural exchanges
- Strengthening the Thai cacao ecosystem: post-harvest training, IP licensing, sustainability infrastructure
- 15 nationwide store openings by 2030
- Certified zero carbon by 2030
- Reach 100 tons of cacao yearly and THB 100 million revenue by 2027

