

The background is a dark teal color with various tropical plants and leaves in different shades of teal, green, and yellow. A bright orange bird of paradise flower is visible on the left side. The text is centered and reads:

*For a healthier life*  
**TROPICOOOL**  
*and planet.*

WE ARE

TROPICCOOL





# *We are* **TROPICCOOL**

**A global superfruit brand that provides healthy and nutritious products, made from sustainable ingredients.**

Our mission is to promote health, wellness, and joy while preserving the planet. Our vision is to introduce our mouthwatering superfruit mixes and flavors to people all around the world. We welcome like-minded individuals and organizations who share our beliefs and values to join us in our journey of expansion.







# SUSTAINABILITY



## Food and lifestyle are connected.

That's why we aim to link our products to **happy moments in our consumers' daily lives.**



# EXPERIENCE



## Simplicity Meets Taste.

We want to bring the **pleasure of eating healthily** without complications.



## We give back to nature what it provides us.

**We are a green company** from production to the final consumer sale.

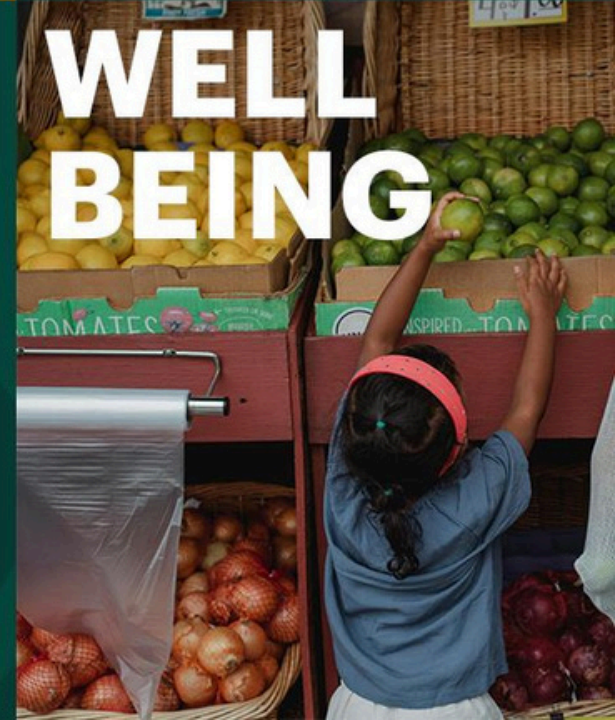


# FUN



## Flavors, textures, aromas.

**We don't eat just to stay alive, but also to feel.**



# WELL BEING





# What are *Superfruits?*

**Superfruits are nutrient-dense fruits packed with essential nutrients, antioxidants and vitamins that provide an extra boost to your health.**

Açaí, the Amazonian treasure, is full of antioxidants that help you maintain a strong immune system, and on the side provides a tasteful experience. Also a superfruit, the mango offers vitamin-rich goodness for radiant skin, improved digestion, and vibrant vitality. Taste the tropical explosion!



# Superfoods

**Açaí** is a **super fruit** from Brazil, found exclusively in the Amazon Forest.



**It is a great source of good fats that helps lowering bad cholesterol and improving the good one.**

In addition, it is rich in phenolic compounds, such as anthocyanin, which is an excellent antioxidant, acting on free radicals and reducing oxidation reactions of our body.



**Mango** is called **"The King of fruits"** due to its sweetness and richness in nutrients.

Mangoes are a low-fat, cholesterol-free source of a variety of nutrients, especially vitamin A, vitamin C, dietary fiber and antioxidant compounds.



**Coconut** is our **newest flavor addition!** This tropical delight not only tastes amazing but is packed with health benefits.

Coconut is rich in good fats that support heart health and packed with dietary fiber. Its hydrating properties and natural sweetness also enhances both its flavor and nutrition value.



# Neymar Jr.

ONE OF THE **MOST ICONIC AND IMPACTFUL ATHLETES** GLOBALLY, **IS THE FACE OF TROPICOOOL.**

His vibrant image and active lifestyle are a perfect match for our brand's values, which champion health, wellness, and energy through our products.

Teaming up with Neymar Jr. really boosts Tropicool's vibe as a fresh, energetic brand that's in sync with today's audience.





# Moe Al Thani محمد آل ثاني

Sheikh Mohammed bin Abdulla Al Thani, commonly known as Moe Al Thani, is one of the **co-founders of Tropicool**.

The company was established by Moe Al Thani, Sheikh Ahmed Al Thani, Mauricio Esteves, and Caio Nabuco. Their shared passion for adventure and healthy living led them to create Tropicool, aiming to bring the rich flavors of Amazonian superfruits to the world.

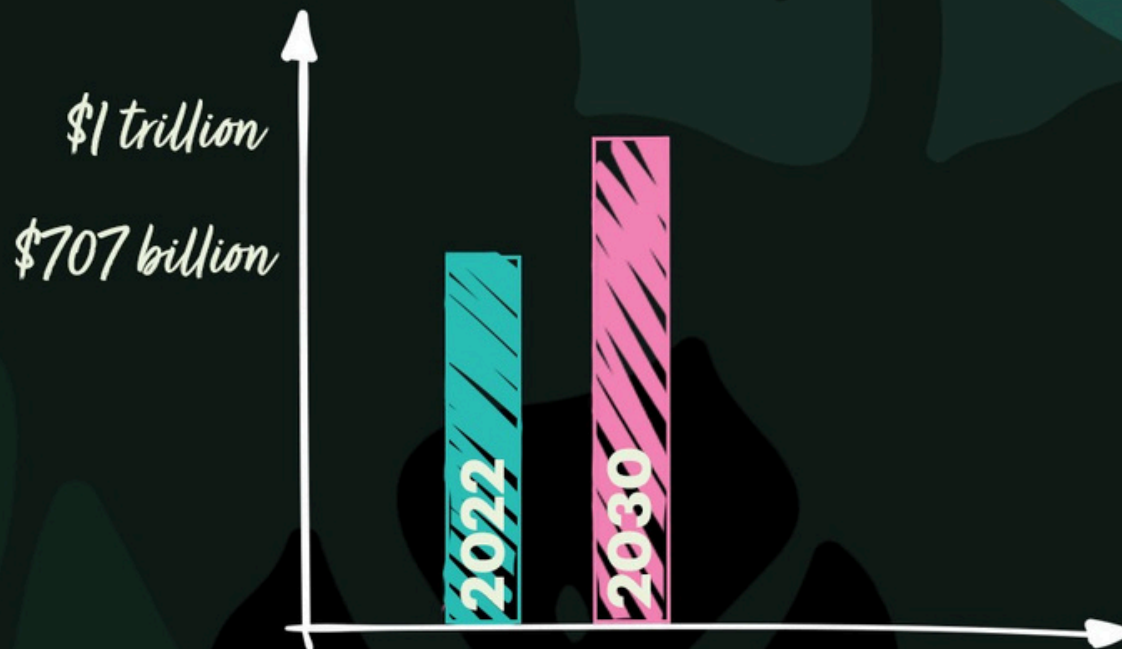




# The new era of wellness

## Superfoods and the Revolution of Healthy Habits

At Tropicool, we're all about staying ahead of the curve. Research shows that people are **increasingly mindful of what they eat**, with **health and wellness** driving their food choices.



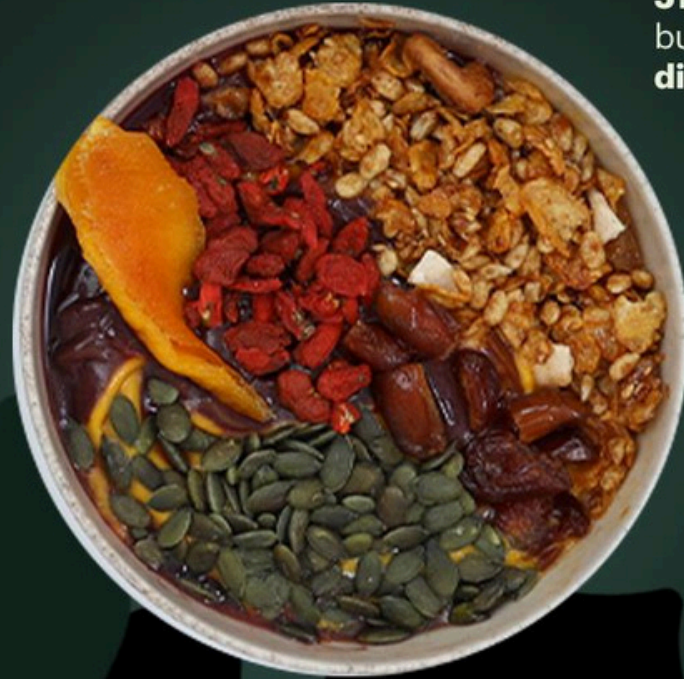
The global healthy **food market** was valued at approximately **\$707 billion in 2022** and is expected to grow at a compound annual **growth rate (CAGR) of 7.4% until 2030**, reaching around **\$1 trillion**. (Grand View Research, 2023)

## Healthy and Sustainable

A survey conducted by **Nielsen** in 2023 revealed that **49% of global consumers are willing to pay more** for products that are **healthy and sustainable**.

## Superfoods Market

The superfoods market is **expected to grow** at a CAGR of **9.4% from 2022 to 2030**. Products such as **açaí, chia, and quinoa** are among the most popular. (Market Research Future, 2023)



## Sustainability

**62% of global consumers consider sustainability an important factor** when choosing healthy foods. (Intel, 2023)

## Healthy Market

**51% of consumers** in the U.S. report buying **more healthy foods than they did three years ago**. (Nielsen, 2023)

## Organic Products

**Organic products are expanding**, with the global organic food market valued at **\$211 billion in 2022** and projected to **grow at a CAGR of 10% until 2027**. (Fortune Business Insights, 2023)





# Dive into Tropicool's universe

## Fresh, not frozen!

**Tropicool uses packaging technology that preserves the quality and flavor of the fruits without the need for freezing.** This approach facilitates global distribution and simplifies operations.



Vegan



Organic



Without  
artificial colors



Gluten - Free



Dairy - Free



Without  
preservatives





# TROPICOOOL

to prepare



High  
concentration  
of fruit pulp

Organic

Rich in Fiber

Gluten-Free

No  
Preservatives

Vegan



# Neymar Jr. & TROPICOOOL



Ready to drink



Made with real fruits



Rich in antioxidants



Gluten-Free



Lower cholesterol levels



Vegan



# TROPICCOOL

*Sorbet*

*Coming soon...*



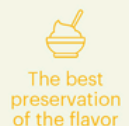


# TROPICOOOL

## superjuices

READY TO DRINK

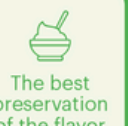
Our fruits have superpowers and our ready to drink juices are 100% natural



# TROPICOOOL

## toppings

Enhancing the Tropicool experience!





# TROPICOOOL Menu



Coconut Mango



Tropicooler



Flavors: Mango + Açaí + Coconut



Coconut DIY



Go Nuts



Coconut + Mango

The menu may vary depending on the country and regional preferences.



# Menu Exemple UAE



## TROPICOOOL Mix and match

12 oz AED 46	16 oz AED 50	20 oz AED 54	One Size Only AED 25

+ Special **Neymar Bowl** 12 oz – AED XX

Step 1

Choose your  
**base**



Awarded Açaí - Mango - Mixed

Step 2

Choose your  
**toppings!**  
Unlimited



### Add-Ons AED 4

- Macadamia
- Hazelnut
- Raspberry
- Pomegranate
- Passion fruit
- Whey Protein
- Almond Butter
- Nutella
- Biscoff
- Pistachio Cream



Considerated the best  
açaí in the world for  
*2 consecutive years*

Super Smoothies 12 oz	AED 26
Sorbets	AED XX
Coconut Water	AED 18
Sparkling Water	AED 15
Mineral Water	AED 6
Coffee	AED 12-22

### Signature Smoothies

#### Açaí Chocoblast

Açaí, banana, cocoa powder & cocoa nibs.

#### Tropicool Greens Energy

Mango, spinach, dates syrup & chia.

#### Amazon Açaí Pump

Açaí, coconut water, banana & vanilla whey protein.

#### StrawberryMango

Mango, filtered water, strawberry, ice, dates, strawberry syrup, linseed & coconut flakes.

#### CinaMango

Mango, banana, oat milk, cinnamon, ice, seed mix & turmeric.



12 oz  
AED 46

16 oz  
AED 50

20 oz  
AED 54

### Signature Bowls

#### The Original Brazilian

Açaí, granola, banana & strawberry.

#### Go Nuts

Açaí, peanut butter, paçoca, nuts & cocoa nibs.

#### CocoMango

Mango, granola, coconut flakes, dried apple, chia & activated charcoal.

#### Açaí Tropicooler

Açaí, mango, granola, dates & pomegranate seeds.



12 oz  
AED 46

16 oz  
AED 50

20 oz  
AED 54

# Menu Exemple France



## TROPICOOOL Composez le vôtre

### Étape 1 Choisissez votre saveur préférée



Açaí - Açaí Zéro - Mangue - Mélé

### Étape 2 Choisissez la taille de votre bonheur



150 ml  
1 Fruit  
1 Garniture



275 ml  
1 Fruit  
2 Garnitures



350 ml  
2 Fruits  
3 Garnitures



475 ml  
3 Fruits  
3 Garnitures



Taille  
Unique

### Étape 3 Rendez votre tropicool encore plus délicieux.



#### TRADITIONNELLES

Granola



Chia



Mélange  
de graines



Lin



Noix de coco  
râpée



Graines de  
courge



Nibs de  
cacao



Paçoca  
Zéro



Noix



Miel



Tapioca en  
Flocons



#### SPÉCIALES

Mangue  
déchiquetée



Beurre de  
cacaahuète



Protéine de  
lactosérum



Pomme  
popcorn



Baie de goji



#### FRUITS

Banane



Fraise



Dattes





# *Our Award-Winning Açaí* **RECOGNIZED FOR ITS TASTE AND BRAND EXCELLENCE**





*Where we are*



JOIN US AND

*let's Grow together*



# Dubai



RIPE MARKET DUBAI



DUBAI FOUNTAIN



DUBAI FOUNTAIN



RIPE MARKET DUBAI



JBR DUBAI





# Australia





# Brazil & India







## Population & Expatriates

- 10.55 million inhabitants
- 88.5% expatriates

## GDP Per Capita

- US\$ 49,550

## Total Imports

- US\$ 229.2 billion

## Main Imported Products

- Gold, *food*, machinery, vehicles & parts

# Saudi Arabia



## Population & Expatriates

- 36 million inhabitants
- 38% expatriates

## GDP Per Capita

- US\$ 32.514

## Total Imports

- US\$ 152,7 billion



## Population

- 2,9 million inhabitants

## GDP Per Capita

- US\$ 79.575

## Total Imports

- US\$ 30,8 billion



# Our POS

**locations on the MENA region  
with our Store-in-Store model.**

- Abu Dhabi Golf Club
- Adnh Compass Middle East
- Al Areesh Club
- Alkhiyami Family
- Anantara Hotel Palm Jumeirah
- Antara World Island
- Apparel Qatar
- Bonecafe Cash Customers
- Chimney House Foodstuff Trading
- Coicano (Cod)
- Cove Beach Facilities Manageme
- Damage
- Espresso Lab
- Expiry
- Four Seasons Hotels
- Fsd Cash Account
- Gia - (Craving W/ Couture Llc)
- Gogo Village Kids Amusement Ar
- Harness Cafeteria Llc
- Haroons (Cod)
- Hilton Jumeirah
- Holland And Barrett
- Jjb Shops Restaurant Llc
- La Vita Catering Services Llc
- Layali Restaurant
- Little Neighborhood Restaurant
- Luna Café
- Neem Tree Restaurant And Lounge
- Odoner Restaurant Llc
- Outback Steakhouse Restaurant
- Platform Cafe
- Polo & Equestrian Club L
- Qatar Aircraft Catering Comp
- Qatar Emarati Meat & Food Item Comp
- Rogue Coff ee
- Rush Coff ee And Snacks Llc (Co
- Salmontini Shops Restaurant Ll
- Sharjah Golf & Shooting Club
- Sharq Village & Spa
- Sls Hotel And Residences Dubair
- Spar Retail Wll
- The Ritz Carlton Doha
- The Warehouse Café (Cod)
- Trade Marketing Sample (Foc)
- Trove Restaurant And Café Llc
- Twisted Olives Bristo
- Zero Gravity



# Trade Show 2023





# Trade Show 2023





# Trade Show 2024



FRANCHISE EXPO PARIS



SIAL PARIS



YPO



AAHAR INDIA

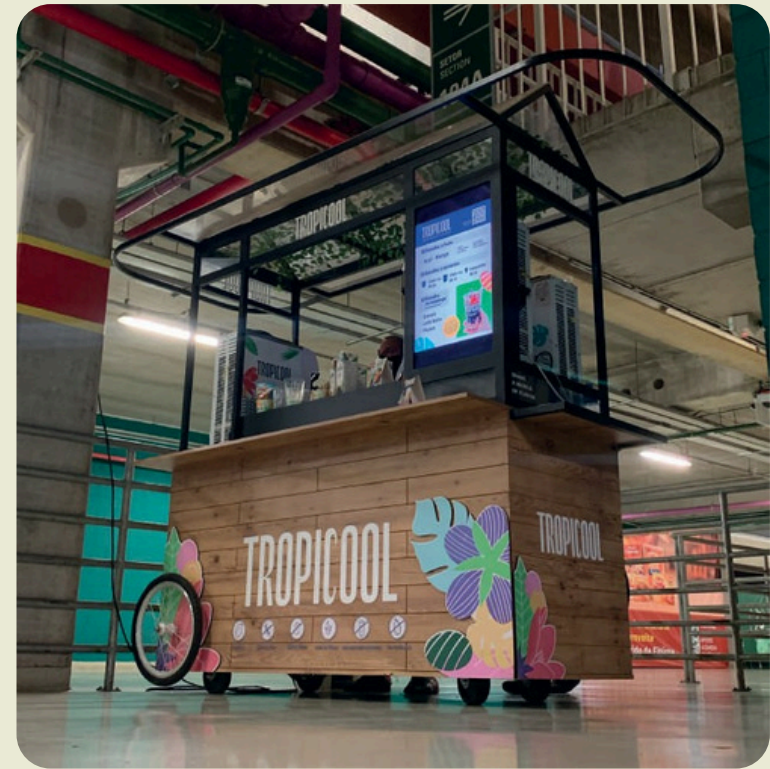


# Brand Activations



DODA EVENT - SÃO PAULO





ALLIANZ PARK - SÃO PAULO





MARRON 5 - EGYPT









WORLD CUP 2022 - BRAND ACTIVATION





BOAT SHOW DUBAI



ADIDAS MARATHON DUBAI



DUBAI FITNESS CHALLENGE



YOGA PET DAY

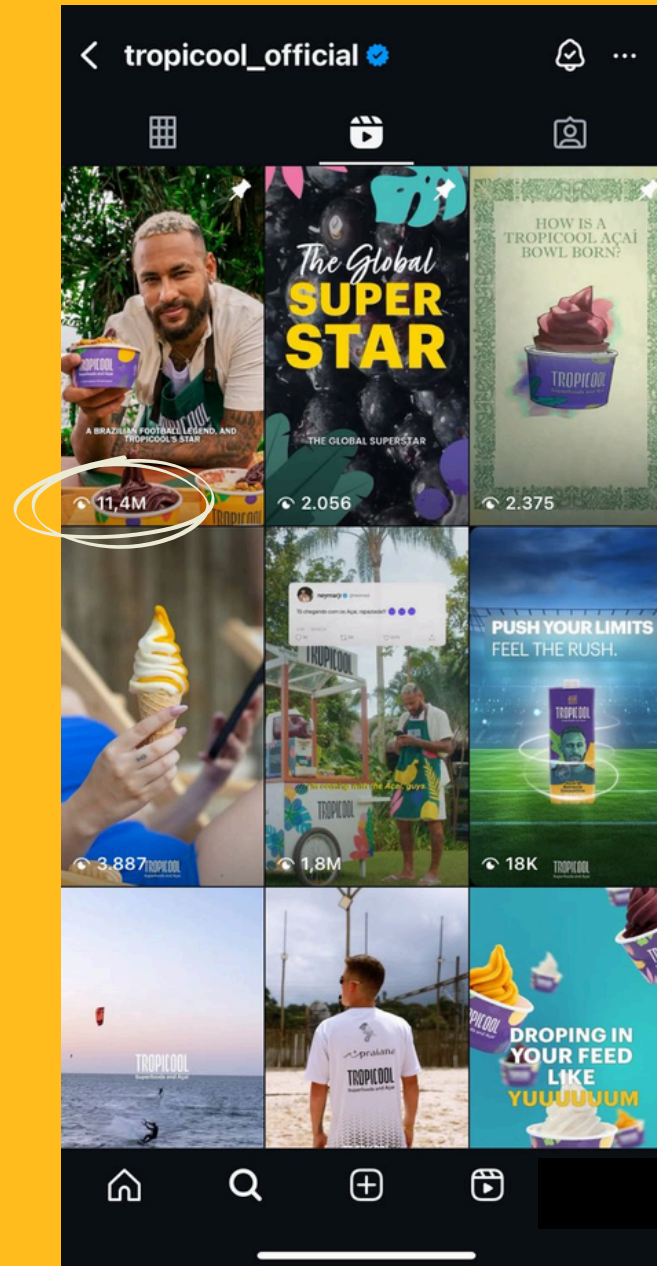


NEYMAR GIVEAWAY



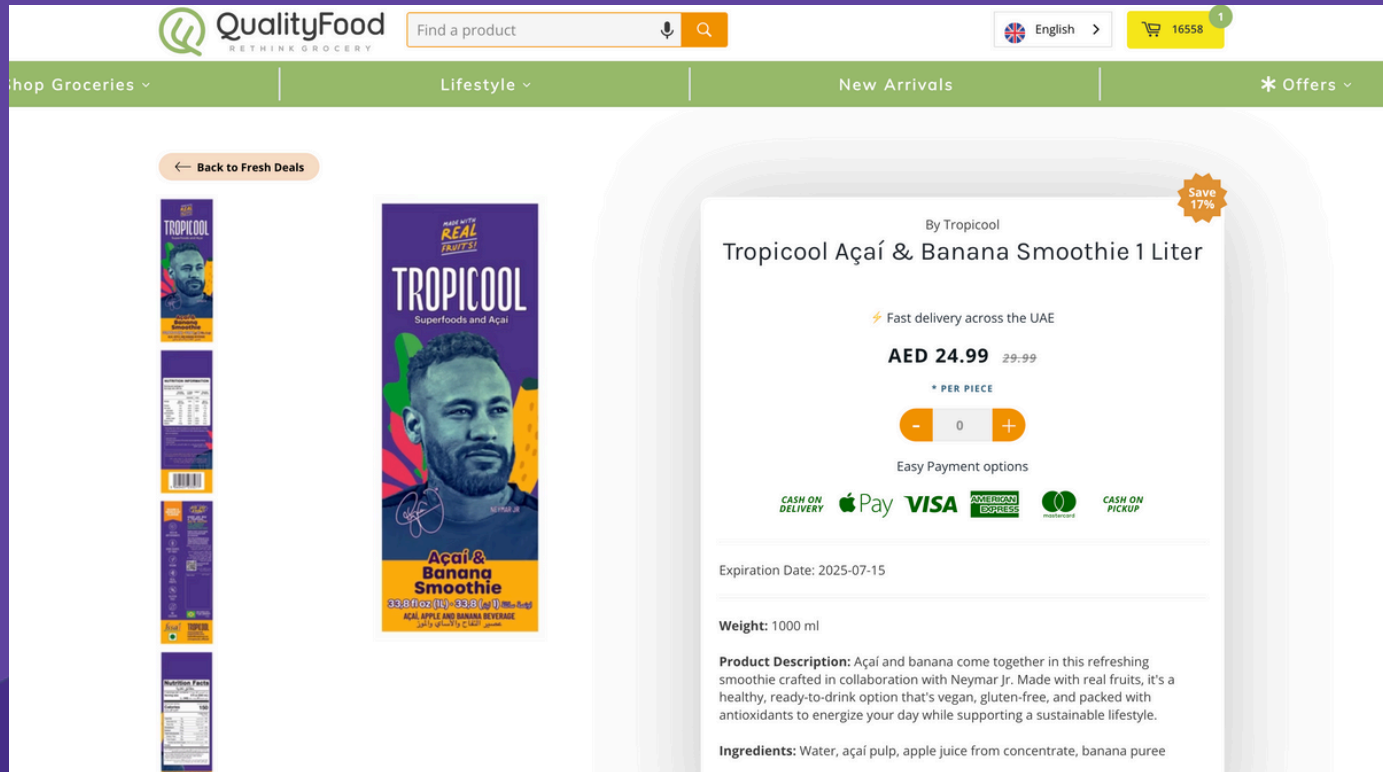
# TROPICOOOL *Global Star*

+ 11M views  
+ 398k likes  
+ 3k comments  
=  
Brand Awareness  
+ 10 organic PR mentions  
+ 6k new followers  
+ over 30% increase in  
profile engagement





# Our partners around the globe





# International Media

Público BR



Histórias e notícias para a comunidade brasileira que vive ou quer viver em Portugal.

NEGÓCIOS

## Com Neymar Jr. a bordo, Tropicool prepara terreno para pousar em Portugal

Presente em 13 países e com cardápio que inclui polpa de açaí, smoothies, bolos e sucos à base vegana, empresa brasileira pretende abrir três lojas em território português em 2025 e 20 em cinco anos.

Vicente Nunes

11 de Novembro de 2024, 8:06



Kapadokya

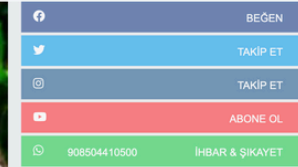


Kapadokya

Gündem Asayiş Spor Siyaset Eğitim Sağlık Genel Ekonomi Kamu Kültür-Sanat

HABERLER >

## Neymar Jr Tropicool'un Global Elçisi Oldu



GÜNDEM

Gündem Asayiş Spor Siyaset Eğitim Sağlık Genel Ekonomi Kamu Kültür-Sanat

HABERLER >

## Neymar Jr Tropicool'un Global Elçisi Oldu

#Türkiye #Spor Magazin

2025-01-10 22:45:05  
YAYINLANMA



Gundem





# Brazilian Media



freezing, facilitating transport and consumption.

**AGORA**

## ÇAÍ BRASILEIRO GANHA O MUNDO COM INOVAÇÃO

TROPICOO PROJETA 30 NOVAS UNIDADES EM 2025

**CNBC**

**TIMES**  
BRASIL

Luxo a bordo: estadia em iate pode custar R\$ 7,5 milhões por semana

■ LIVE

20 JAN | 09:26

PCAC	7226.98	-2.69%	DJI	43911.00	-0.86%	SP500	5983.99	-0.29%
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# Brazilian Media



## MKT Esportivo

### Marcas ativam retorno de Neymar Jr ao Santos

Netshoes, PUMA e Tropicool foram algumas das marcas que aproveitaram o hype em torno da chegada do atacante



## Sua Franquia

### TROPICOOOL ANUNCIA O JOGADOR NEYMAR JR COMO EMBAIXADOR

Em breve, o jogador fará o anúncio em seu Instagram e lançará promoção

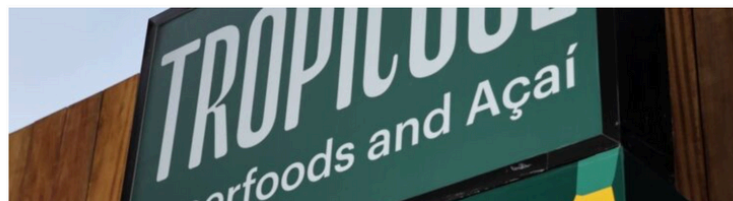


## ABC da Comunicação

### Tropicool inova no mercado de superalimentos com processo de produção asséptico

Empresa apresenta método exclusivo que mantém nutrientes e permite distribuição global sem a necessidade de congelamento

por Redação ABCCOM — 27/11/2024 em Mercado



## Gastronominho

### Tropicool está com novos produtos no seu portfólio

Por Alex Minho - 03/12/2024, 08:08



## InvestNews

### InvestNews

NEGÓCIOS

### A parceria improvável entre açaí, um sheik e Neymar

Fundada por empresários do Brasil e membros da família governante do Catar, Tropicool avança no país após sucesso em Dubai

Compartilhar







# Operation Model



# TROPICCOOL

## Açaí cycle

### From the Amazon to the world!

Our açaí goes through a long journey that starts right in the heart of the rainforest.



#### Harvesting

Coming straight from the açaí tree, the ripe fruit is extracted by local Brazilian workers.



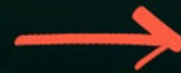
#### Transportation

The açaí berry is transported to our factory, where sorting will take place.



#### Sanitization

Upon arrival at the factory, the açaí is selected according to high-quality standards and then goes through a long process of sanitization.



#### Pulping

The açaí berry is mixed in a machine that extracts only the pulp of the fruit.



#### Preparation

When the açaí arrives in stores, there's just one more step. The pulp goes into a machine that will mix it into a soft texture that's ready for you to eat!



#### Shipment

Our açaí is ready to travel the world on ships that'll bring our flavors to eleven countries!



#### Bottling

After bottling the pulp, our packages are stored and prepared for transportation. By the way, there is no need to freeze our açaí!



#### Pasteurization

The açaí pulp is pasteurized and cooled down. This thermal shock eliminates any microorganisms that could be harmful.














# We're multichannel!

This approach enables Tropicool to be **present in multiple channels**, making it easier for consumers to access **healthy and innovative products** in different locations.

## Franchise

-  Outdoor Cart
-  Indoor Kiosk
-  Official Store

## Distribution

-  Supermarket
-  Coffee shops and Juice stores
-  Natural and organic product
-  Duty Free
-  Gyms and fitness centers
-  Markets of ethnic products
-  Pharmacies and drug stores
-  Horeca
-  Store in Store



*You can have  
a little piece of us  
on your business!*





# Franchise model



**Tropicool Cart (2-4 m)**

Ideal for open spaces and events, this solution is easy to transport and operate, providing an agile and adaptable presence for the brand.



**Tropicool Kiosk (12-15 m)**

Perfect for shopping centers, business centers, and event arenas, the kiosk offers a compact and efficient solution for reaching consumers in high-traffic environments.



**Tropicool Store (15-30 m)**

An innovative and modern format focused on sustainability and unique experiences. Tropicool stores are designed to offer a comprehensive experience aligned with the brand's values.

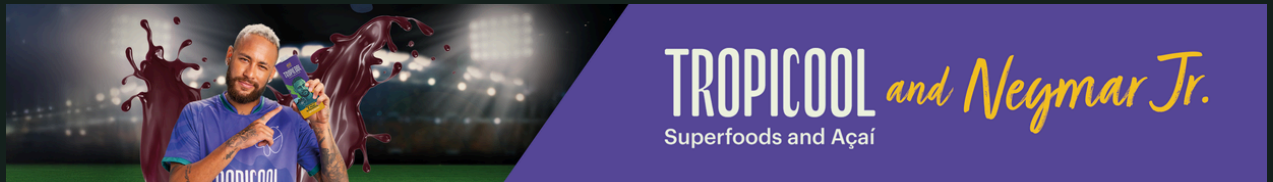
## flexible and adaptable stores



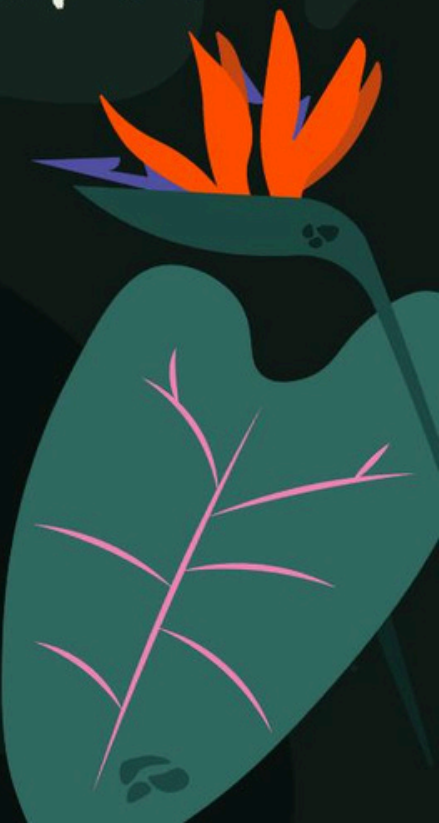
# Franchise offering process







*Our  
Distribution  
Model*





# Full support to **help you succeed**

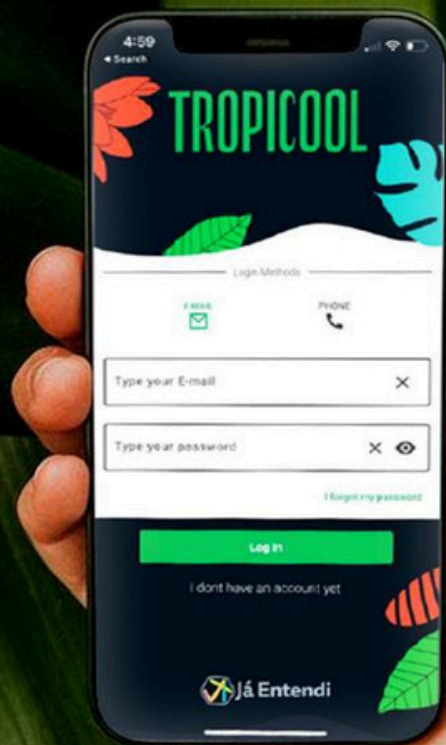
What we can offer for you:

## Operation

- ✓ Operation Manual
- ✓ Process Optimization
- ✓ Support and Consulting

## Marketing

- ✓ Social Media Management
- ✓ Store project
- ✓ Marketing Plan
- ✓ Sell-out support



## Training

- ✓ Exclusive Training App Access
- ✓ Training Materials
- ✓ In loco training

## Supply

- ✓ Suppliers Development
- ✓ Quality consistency
- ✓ Continuous cost optimization
- ✓ Excellence in Logistics Operation





# BECOME A **TROPICOO!** *Business Partner!*

We follow a **simple and structured** application process that aims to keep a **collaborative relationship** with transparent communication **from day one.**

**JOIN US ON THIS ADVENTURE  
AND HELP MAKE THE DIFFERENCE!**



# Stay Connected WITH TROPICOOOL

**Want to keep up with our journey and never miss an update?** Follow us on social media and explore the world of Tropicool.

**From product launches to inspiring stories, get closer to the natural lifestyle you deserve. Let's build a vibrant community together!**



SCAN ME





A close-up photograph of a bowl of açaí. The dark purple, glossy açaí is at the bottom. It is topped with a thick layer of golden-brown granola. Above the granola are several slices of fresh banana and several slices of fresh strawberry. The text "Thank you!" is written in a white, cursive font across the middle of the image.

*Thank you!*