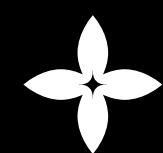


MOLLY TEA

FRAGRANCE THAT LINKS



MOLLY TEA 茉莉奶白

NEW EXPERIENCE OF ORIENTAL TEA

A dark, atmospheric photograph of a tea plantation. In the foreground, a worker wearing a traditional conical hat and a patterned shirt is bent over, picking tea leaves. In the background, two other workers in similar hats are visible, and a fourth worker with a modern umbrella is in the lower right. The tea bushes are dense and green, and the overall scene is dimly lit, creating a sense of mystery and tradition.

01.

Brand Overview

NEW EXPERIENCE OF
ORIENTAL TEA



BRAND OVERVIEW

Molly Tea was founded in Shenzhen, China. Starting with jasmine as its core, it explores local floral and fruit tea fragrances from around the world. As the first brand certified by China Insights Consultancy for its market position, it specializes in floral Chinese teas.

Molly Tea combines oriental culture with modern style, creating an original "Oriental modern" artistic style, which is different from other tea brands in China. Through every cup of good tea and independent artistic style, it has become a popular tea brand among young people.



02.

Development History

NEW EXPERIENCE OF
ORIENTAL TEA

02.

DEVELOPMENT HISTORY



2021

February The first store opened in Shenzhen

August Premium Jasmine Milk Tea sales exceeded **500,000 cups** for the first time



2022

March 【Gardenia】sries hit the matket, occupying the **TOP2** sales

August 【White Champaca】 sries released, become the annual explosive products daily sales of **7000+ cups**



2022

September Guangzhou and Dongguan 5 stores opened at the same time and the local list ranked **TOP1**

November The annual ranking of China's most valuable catering brands **TOP25**

December Annual sales exceeded **10 million+**



2023

May Four stores opened in Shanghai

August Harbin and Chongqing have opened

September Peking and Xian have opened



2023

October Wuhan double store opened

December Established subsidiaries in Guangdong, Shanghai, Zhejiang, Jiangsu, Beijing, Sichuan, Shaanxi and Fujian



2024

April First shop opened abroad, first month in New York City more than **3.1 million GMV**

May Famous artist MIKA becomes MOLLY TEA brand Ambassador



2024

June With more than **500 stores** nationwide, it has become the fastest growing tea brand in China

September Continue to expand overseas markets, Thailand's first store landed in Bangkok



2024

August As the first brand certified by China Insights Consultancy for its market position, it specializes in floral Chinese teas.



2024

Alibaba Local Life led the investment of nearly 100 million yuan

In the same month, the official brand spokesperson Xia Zhiguang

03.

Brand Concept

NEW EXPERIENCE OF
ORIENTAL TEA

03.

BRAND CONCEPT

POSITIONING



THE MASTER IN JASMINE AND CHINESE TEA

By October 2024, MOLLY TEA has opened more than 900 stores worldwide and is one of the fastest growing floral new tea brands in China.

MOLLY TEA SLOGAN



JASMINE DELIGHT AT FIRST SIGHT

Take Jasmine as the origin, excavate the fragrance of flowers and, fruits around the world and connect the world with the fragrance of flowers and offer each cup of good tea.

03.

BRAND CONCEPT

MOLLY TEA VISION



FRAGRANCE THAT LINKS

Since 2023, Molly Tea has launched a global expansion plan and has been stationed in Bangkok, Sydney, New York, Washington and other regions.

MOLLY TEA MISSION



ORIENTAL CULTURE INTO LIFE ACROSS THE GLOBE

Molly Tea is inspired by jasmine, allowing modern young people to experience the beauty of Chinese flowers and tea in their daily lives, and integrating Oriental tea into daily life around the world.

04. Brand Cooperation

NEW EXPERIENCE OF
ORIENTAL TEA



ORIENTAL GARDEN

[東方观园]



MOLLY TEA × 觀園吉

Guan yuan Ji as a new Chinese household brand, always pay attention to the spirit and charm of contemporary young people. It advocates the reconstruction and dissemination of traditional aesthetic rules in modern life, which accords with the concept of Molly Tea. In September 2023, Molly Tea co-signed with Guan yuan Ji, and joined hands with illustrator and artist Xie, to jointly interpret the Oriental Garden series. The introduction of the new tea "Golden Peony" and "Fortune peach", in the perspective of traditional creation and modern, tells the romantic propositions of the East.



● 水底香



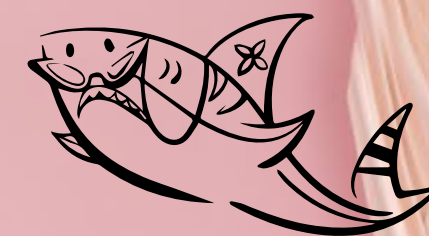
● 一口水底香



觀園吉
联名桃香薰



December.1
2023



Shark-Girl is a representative of independence, confidence and a fashionable attitude towards life. Because the pursuit of quality and the interpretation of modern sense, let each other hit it off. In November 2023, Molly Tea co-signed the fashion IP character Shark-Girl, Oriental Good Tea combines fashion elements, releases new ideas with powder, launches limited drinks and series of peripheral products, creates a new scene of interesting drinking tea, and dances modern tea fun.

HEART OF A MAGICAL GIRL 魔法少女心



MOLLY TEA × **MY
LITTLE
PONY**

Molly Tea and MyLittlePony, with Oriental Tea, offer the heart of a magic girl. Using whimsical design language to stop the meaning of modern, interpretation of the lovely image behind the fantasy, adventure, kindness of the spiritual power.

闻献
DOCUMENTS

MOLLY TEA

爱老虎油
MODERN
LOVE



MOLLY TEA × 闻献 DOCUMENTS

Documents is rooted in Chinese culture, aesthetics and philosophy, with the original "Zen cool BOLD-ZEN" style, committed to presenting Wen's unforgettable novel incense for the people and even the world, and the resonance of Molly Tea insistence on "Oriental incense". In May 2024, Molly Tea cooperated with DOCUMENTS to deduce the taste of modern and go on the journey of chasing incense together. With the aroma as a signal, to feel the touch, deeply attached to the flowing long love, presented incense gifts.

MODERN LOVE ANYWHERE ANYTIME

限时寻香

MOLLY TEA × 米卡

In May 2024, inspired by "MODERN LOVE", Molly Tea cooperated with brand ambassador Mika to interpret the new product of Molly Tea 520 pomelo flower and explore the multiple forms of modern watch love. The new translation of the old language sets off a MODERN and new behavior, so that "MODERN LOVE" can be blurred out and love can happen naturally. MODERN LOVE ANYWHERE ANYTIME.

爱老虎油
MODERN
LOVE

随时随地 摩登表爱

MODERN LOVE ANYWHERE ANYTIME



米卡
茉莉奶白品牌大使

MOLLY TEA × 蔡依林

Molly Tea's first anniversary in Zhejiang coincided with Jolin Tsai's U GLY BEAUTY FINALE concert in Shanghai. As the official Tea brand, Molly Tea crowned the spirit of strange beauty. And launched the regional limited tea "Narcissus rose", with pure rock incense, prop up the rose fragrance, together to witness the blooming of flowers.

UGLY BEAUTY

浙沪一周年 怪美加冕





MOLLY TEA × 夏之光

Inspired by "WARM TEA MOMENT", Molly Tea invites Xia Zhiguang, the spokesperson of floral fragrance, to bring a new interpretation, combining Oriental tea with modern tea drinking methods, integrating into more scenes, and continuing the oriental story. For the oriental tea table, add modern notes to the candle room, for the floral Chinese tea express.

WARM TEA MOMENT 逐光茶席

NEW EXPERIENCE OF ORIENTAL TEA



茉莉奶白花香逐光代言人
夏之光

邀你体验 花香中国茶

MOLLY TEA x GARFIELD Family

At the start of the Olympic Games every four years, Molly Tea cooperated with @Garfield Family to participate in a humorous "Lazy Cat Games", explore the infinite relaxation of sports philosophy, and contribute to the fun of sports events.



A woman with dark hair tied back, wearing a white long-sleeved top and a black skirt, is sitting on a dark wooden chair. She is holding a white coffee cup with a black lid in her right hand. A brown paper shopping bag with a logo is on the floor next to her. The background is dark and out of focus, showing some architectural elements.

05. Inspiration

NEW EXPERIENCE OF
ORIENTAL TEA



INSPIRATION



Rooted in the soil of oriental culture and drawing nutrients from traditional aesthetics, Molly Tea has created an original aesthetic style of "Oriental modern" from a modern perspective, which is different from the visual tonality of new Chinese tea. Through classic flowers such as Jasmine, Gardenia and Champaca, the fragrance experience of floral fresh tea is connected in series, realizing the aesthetic appreciation of the smallest unit and reshaping oriental heritage from a modern perspective.



06. Modern Space

NEW EXPERIENCE OF
ORIENTAL TEA









07.

Social Media Influence

NEW EXPERIENCE OF
ORIENTAL TEA

07.

SOCIAL MEDIA INFLUENCE

In China's social media platforms such as "Little Red Book", "Weibo" and "Tiktok", more than 10 billion + topic traffic has been created. Brand positioning and team creativity have enabled Molly Tea to obtain ultra-high UGC content on social media and continue to win user brand goodwill.





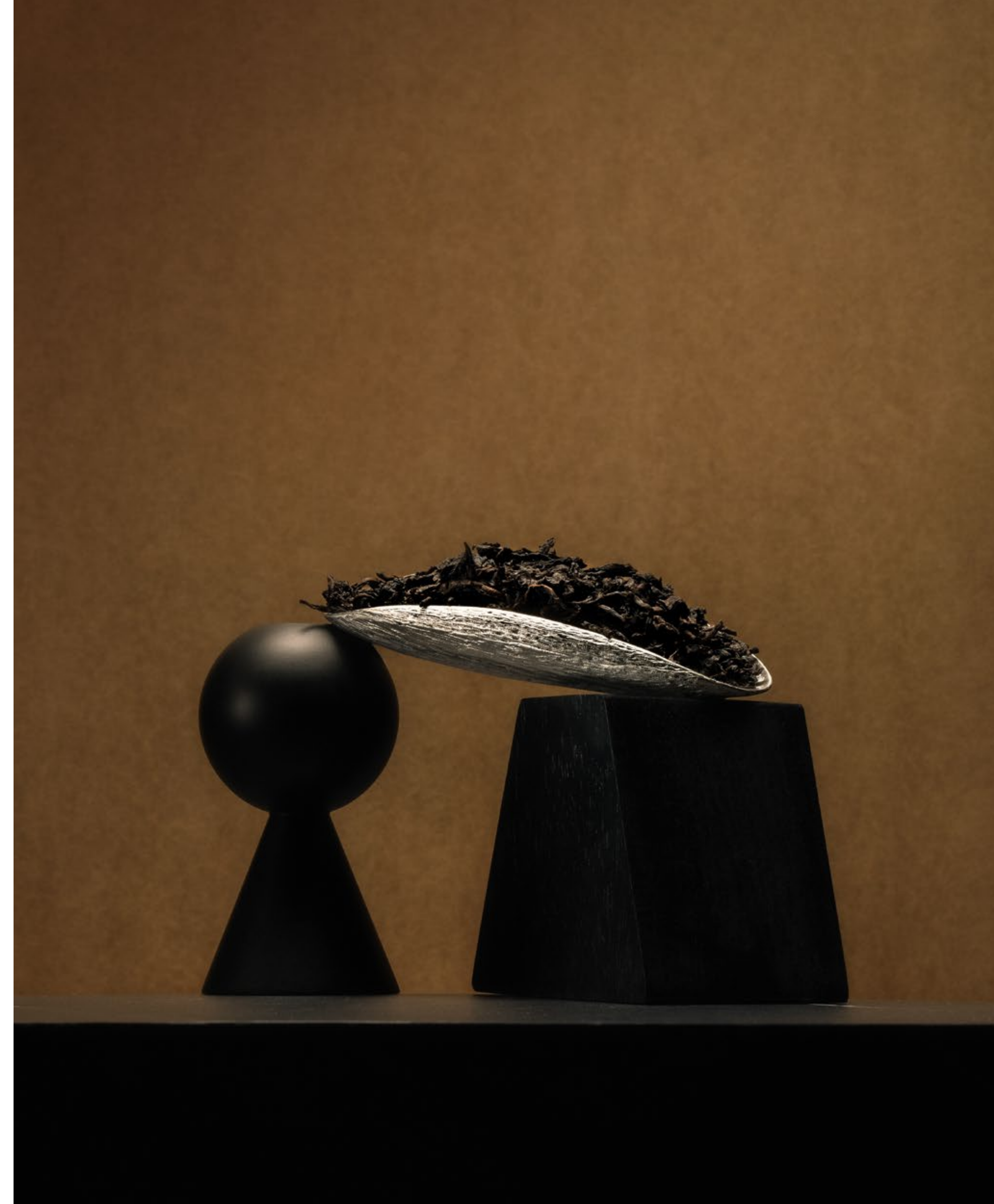
08. Brand Power

NEW EXPERIENCE OF
ORIENTAL TEA

BRAND POWER



With the original leaf good tea as the core competitiveness, through modern vision and fragrance surrounding to create differences, from the taste, vision, hearing, smell and touch of multi-dimensional dissemination, direct correlation with users, to create a cup of floral tea the ultimate experience.



09.

Product Introduction



NEW EXPERIENCE OF
ORIENTAL TEA

Signature Floral Fresh Milk Tea Series

Selection of good tea, each cup of tea is from the original leaf, through the unique scenting flower tea making process, so that the combination of tea and flowers is the most harmonious.

PREMIUM JASMINE MILK TEA



Brand namesake products, sales TOP1. Freshly picked jasmine flowers, with high-quality milk from the aroma and taste, just to present a cup of fragrant to pure to simple jasmine milk white.

GARDENIA MILK TEA



Fresh pick mountain big gardenia, floral tea bottom condensed into natural flowers. Sweet milk, fresh and refreshing. Flowers hidden in tea, publicity and degree.

WHITE CHAMPACA MILK TEA



Sichuan tea made of white champaca floral tea, rare and precious. The milk is mixed with a fresh tea aroma, sweet, emitting an orchid-like fragrance.

Creative Popularity Special Series

Molly Tea's popular specialty products explore the infinite possibilities of Oriental tea, and combine high-quality tea creatively to enrich customers' taste experience.

PISTACHIO JASMINE COCONUT



Jasmine tea base with Hainan coconut water, add pistachio cheese.

PREMIUM JASMINE APPLE



Freshly squeezed apple juice is blended into high-grade tea embryo to make jasmine fruit tea.

PREMIUM JASMINE MATCHA



Matcha powder and cream, freshly blended matcha cheese and jasmine tea base, creamy and sweet aftertaste.

Floral Snowy Whipped Cream&Premium Tea Base Series

SNOWY JASMINE MILK TEA



Jasmine upgraded 4.0, with a more fresh and sweet floral tea feeling, bringing a more pure and extreme taste experience.

SNOWY GARDENIA MILK TEA



Jasmine scented scenting into the cream, a flower a milk. The milk is rich and creamy, topped with crispy pecans.

PREMIUM JASMINE MILK TEA



Add the original jasmine cloud top, fresh sweet milk, a flower a milk, the top with crispy root fruit broken, rich taste.

- Use materials to fine, with high-quality cream custom original jasmine genting, jasmine fragrance into the cream, a flower a milk.

- Gold Award winning Jasmine tea.

THANKS

NEW EXPERIENCE OF
ORIENTAL TEA