



AMBERDO

CAFE & BAKERY

ESTD 2024



AMBERDO

A Café Brand Built on Structure, Transparency, and Long-Term Value

A professionally developed café brand designed for responsible investors and trusted advisors.

Partnering with Realtors Who Value Quality and Alignment Amberdo is designed for realtors who prioritize client suitability, transparency, and long-term outcomes.

With clearly defined buyer profiles, structured approval processes, and centralized execution, Amberdo enables realtors to introduce opportunities that are both commercially sound and genuinely aligned with their clients' interests.

A Responsible Way to Close the Right Deals

Every Amberdo collaboration is built on:

- Clear financial frameworks
- Verified operational models
- Professional legal and compliance oversight

This ensures that each transaction supports informed decision-making, protects all parties involved, and leads to sustainable outcomes rather than short-term placements.

I AMBERDO AT A GLANCE

Amberdo was founded in Vancouver with a clear vision: to develop a café brand that combines a human-centered experience with a structured, scalable business model suitable for urban Canadian markets. The name Amberdo reflects warmth, authenticity, and purposeful action representing a concept designed to be both experiential and commercially grounded. Rather than positioning itself as a trend-driven café, Amberdo is built as a consistent, repeatable concept that integrates naturally into city environments while remaining operationally and financially reviewable.

From an operational and economic perspective, Amberdo cafés are engineered for efficiency. The workflow, menu structure, and spatial layout are intentionally designed so that daily operations per shift can be managed by a single staff member, reducing labor dependency without compromising service quality.

Supported by clear operational standards, active Better Business Bureau (BBB) accreditation, and strong customer trust, Amberdo represents a reliable, investment-ready café concept that can be responsibly introduced to clients seeking structured and sustainable opportunities.





1 WHY AMBERDO WORKS FOR REALTORS

Amberdo enables realtors to offer their clients, instead of aging and high-risk businesses currently available in the market, a freshly renovated, purpose-built, and structured business. This opportunity is delivered with a comprehensive package that includes training, renovation, permitting, and operational execution. Such an approach not only supports sound client decision-making but also enhances the professional reputation of the realtor, positioning them as a knowledgeable, responsible, and trusted advisor.

The franchise approval process at Amberdo is fast, transparent, and centralized. Following contract execution, all legal, operational, financial, and even client communication responsibilities are handled entirely by the Amberdo central team. As a result, realtors are not drawn into complex execution processes and can remain focused on their core professional activities. The commission structure is tiered, ranging from 8% to 10%, with payment released from the first investor deposit. In addition, when realtors assist with location sourcing and lease negotiations, they may also be eligible to receive separate commissions directly from the landlord.

Amberdo further simplifies the transaction by offering comprehensive financing support, including end-to-end management of the BDC loan process for qualified applicants, with financing available up to CAD 350,000. The brand also provides the ability to structure asset equivalency between property and business interests in Canada and internationally, as well as direct internal and private financing of up to CAD 50,000. Together, these services create a transaction pathway that is clear, defensible, and low-risk for both realtors and investors, while delivering meaningful and transparent compensation for realtors.

I BUYER PROFILE (WHO YOU SHOULD BRING)

Amberdo is designed for clients seeking a structured, transparent, and long-term opportunity within the food and beverage sector.

This opportunity is suitable for investors who align with professional frameworks and commercially driven decision-making.

I IDEAL BUYER PROFILE

- Ability to provide the required investment capital based on the selected café model
- Willingness to be actively or semi-actively involved in the business
- A realistic understanding of the food and beverage industry
- Readiness to operate within a defined system and adhere to brand standards
- English language proficiency at an intermediate level
- Valid residency status with at least one year remaining



CAFÉ MODELS OVERVIEW

AMBERDO – INVESTMENT SNAPSHOTS

Minimum investment figures are indicative and subject to location, lease terms, and final scope.

MODEL 1:

TAKE AWAY CAFÉ

Minimum Investment:

\$150,000

Profile:

- Low-risk entry High-traffic takeaway model Concept Overview
- Under 16 seats
 - No hood required
 - Compact footprint
 - Grab-and-go focused

Investment Snapshot:

- Minimum Investment: \$150,000
- Setup Complexity: Low
- Opening Timeline: Fast
- Operating Costs: Low
- Staffing Requirement: Minimal
- Performance Character
- High transaction volume
- Lower average ticket
- Strong cash flow in busy locations

Comparable Amberdo Locations Similar in scale and structure to Amberdo Bute branch

Why This Model Works

- Lowest capital exposure
- Fastest path to opening
- Ideal for dense urban zones



CAFÉ MODELS OVERVIEW

AMBERDO – INVESTMENT SNAPSHOTS

Minimum investment figures are indicative and subject to location, lease terms, and final scope.

MODEL 2:	DINING CAFÉ
Minimum Investment:	\$250,000
Profile	Balanced investment Proven dine-in success
Concept Overview	<ul style="list-style-type: none">• 16–40 seats• Class 1 hood• Breakfast & light meal service• Full dining café experience
Investment Snapshot	<ul style="list-style-type: none">• Minimum Investment: \$250,000• Setup Complexity: Medium• Opening Timeline: Moderate• Operating Costs: Medium• Staffing Requirement: Standard café team
Performance Character	<ul style="list-style-type: none">• Higher average order value• Strong repeat customer base• Balanced dine-in & takeaway sales
Comparable Amberdo Locations: West Broadway / Kitsilano	
Why This Model Works	<ul style="list-style-type: none">• Strong brand visibility• Higher ticket size• Proven performance model



CAFÉ MODELS OVERVIEW

AMBERDO – INVESTMENT SNAPSHOTS

Minimum investment figures are indicative and subject to location, lease terms, and final scope.

MODEL 3:	CAFÉ & BAKERY
Minimum Investment:	\$350,000
Profile	High-capacity hub Multi-revenue business
Concept Overview	<ul style="list-style-type: none">• 16+ seats• Larger footprint• Wheelchair-accessible washroom (required)• Full bakery + café under one roof
Production & Operations	<ul style="list-style-type: none">• High-level ventilation system• Industrial cooking & deep frying• Full pastry & bakery production• Capacity: Up to 300 pastries per day• Can supply minimum 2 Amberdo locations
Investment Snapshot	<ul style="list-style-type: none">• Minimum Investment: \$350,000• Setup Complexity: High• Opening Timeline: Extended• Operating Costs: Higher• Staffing Requirement: Expanded team
Performance Character	<ul style="list-style-type: none">• Café retail revenue• Bakery production revenue• Internal & external distribution• Multiple income streams
Comparable Amberdo Locations: Richards / West Cordova	
Why This Model Works	<ul style="list-style-type: none">• Two businesses in one• Scalable production hub• Highest long-term asset value

* Amberdo investment models are designed to match capital level, location potential, and growth strategy.





I LOCATION CRITERIA (WHAT TO LOOK FOR)

Amberdo locations are selected based on financial, operational, and branding criteria, with the objective of maintaining sustainable performance and brand consistency across urban markets.

Key Location Criteria

- Approximate square footage aligned with the selected café model
- Preference for Shell Space or Business Takeover opportunities (with renovation potential)
- Location within areas with strong pedestrian traffic or mixed residential–commercial environments
- Rental range aligned with the café model and projected sales performance
- Ability to obtain or transfer required municipal and health permits
- Compliance with brand exclusivity radius (no existing active Amberdo café within close proximity)
- Potential to secure rent-free periods during the fixture/build-out phase

I CORE COMPONENTS OF THE DEAL STRUCTURE

- Collaboration is structured through a Name Agreement and a Management Agreement, along with a separate renovation and fit-out agreement for the selected location
- All brand, management, renovation, and execution agreements are prepared, reviewed, and administered by Amberdo's legal team
- Realtors are not involved in legal negotiations or contract drafting, and accordingly, all contractual responsibility rests solely with Amberdo

I DEAL STRUCTURE SIMPLIFIED

Amberdo's collaboration model is built on a clear and standardized structure that precisely defines the role and responsibilities of each party. This structure allows realtors to present transactions with confidence, without becoming involved in complex legal or operational details.



DEAL STRUCTURE OVERVIEW WHO DOES WHAT

01



Investor / Client

- Franchise & Business Decision

02



Amberdo Central Team

- Name Agreement
- Management Agreement
- Renovation & Fit-Out Agreement
- Legal Structuring & Contract Management
- Financing & BDC Loan Process
- Permits & Regulatory Approvals
- Build-Out, Equipment & Fit-Out
- Training & Launch
- Financial Setup & Accounting Support
 - Accounting system setup
 - Ongoing financial reporting framework
 - Coordination with accountants & advisors

03



Operational Café Location

04



Realtor

- Introduces Qualified Client
- Supports Deal Origination
- (Optional) Location Sourcing & Lease Support

05



Commission Paid

| APPLICATION & APPROVAL FLOW (DIAGRAM PAGE)

Amberdo's application and approval process is designed to be efficient, structured, and predictable, while maintaining careful evaluation of client suitability and brand alignment.

This approach allows realtors to introduce opportunities with confidence, without concerns about unnecessary delays or complex approval layers.

| PROCESS OVERVIEW



1. Initial Application Submission

A preliminary review is conducted to assess the client's investment capacity, background, and overall alignment with the Amberdo model.

2. Café Model Selection

Based on the client's financial capability, desired level of operational involvement, and interests, one of Amberdo's café models is selected.



3. Financial & Structural Review

A centralized review of the capital structure, financing options (including BDC support), and overall project feasibility is completed.

4. Final Approval & Agreement Execution

Upon final approval, agreements are executed and the project moves directly into the implementation phase.



I EXCLUSIVE REALTOR SUPPORT & TOOLS

Purpose of This Section

This section highlights that Amberdo does not merely offer a brand, but delivers a comprehensive, centralized sales support system designed specifically for its realtor partners.

Amberdo equips its realtor partners with a suite of exclusive tools and dedicated support services, ensuring that deal introduction, negotiation, and closing are handled with efficiency, clarity, and professionalism.

Tools & Support Provided

1. Personalized Amberdo Business Cards & Catalogs

Amberdo provides custom-designed business cards and branded catalogs featuring the realtor's name, photo, and direct contact details ensuring consistent and professional brand representation.

2. Dedicated Promotional Video Content

Amberdo produces and promotes exclusive short-form video content featuring the realtor, optimized for social media distribution and brand visibility, with active support to maximize reach and engagement.

3. Private Brand Tours & Hosted Café Experiences

Qualified prospects are invited to private, hosted tours of Amberdo cafés, including complimentary hospitality, enabling firsthand brand experience in a controlled, professional setting.

4. Priority Lead Allocation & Direct Brand Introduction

Realtors working with Amberdo receive priority access to qualified brand inquiries and are formally introduced as official representatives for approved prospects within their designated territory.

5. Centralized Brand Support During Negotiations

Amberdo's central team actively supports realtors throughout negotiations, financial discussions, and deal structuring—facilitating faster decision-making and higher close rates.

6. Professional Sales Materials & Pitch Support

Realtors are provided with ready-to-use pitch decks, financial summaries, and location criteria, allowing them to confidently present Amberdo as a complete and structured investment opportunity.





I COMMISSION STRUCTURE & PAYMENT TIMELINE

Commission Structure & Payment Timeline

Amberdo's commission structure is designed to be transparent, predictable, and fair, supporting long-term, professional collaboration with realtor partners.

I FRANCHISE COMMISSION STRUCTURE

- Realtor commissions are structured on a tiered basis, up to a maximum of 10%
- Commission levels are determined based on the extent of collaboration and the realtor's role in originating and advancing the transaction
- Commission is paid from the investor's first non-refundable deposit
- There is no requirement to wait for store opening or project completion

Additional Commission Opportunities (Where Applicable)

- When a realtor assists with location sourcing and lease negotiation, they may also be eligible to receive a separate commission directly from the landlord
- This commission is independent of the franchise referral commission and is calculated separately

Payment Transparency & Security

- All payments are made in accordance with a clearly defined agreement and through transparent payment channels
- Payment timelines are communicated to the realtor in advance
- The payment structure is designed to prevent ambiguity or disputes

| LOCATION SOURCING = EXTRA INCOME

Section Eleven Collaboration Agreement, Lead Submission & Next Steps Realtor Collaboration Agreement To ensure full transparency, clearly define responsibilities, and establish commission and payment terms, collaboration with Amberdo requires the execution of a formal Realtor Collaboration Agreement.

Realtors may scan the QR code displayed on this page to access and download a sample version of the agreement for review.

The agreement outlines, among other items:

- The lead submission process
- Commission structure and payment timelines
- Clear delineation of responsibilities, including the realtor's non-involvement in legal and operational execution
- Confidentiality and protection of all parties' interests

Lead Submission Process

Upon execution of the collaboration agreement, realtors may submit qualified leads by providing the following preliminary information:

- Investor profile and background
- Estimated investment range
- Target city or market
- Client's desired level of operational involvement

All leads are reviewed centrally and confidentially by the Amberdo team.

Review & Next Steps

- Receipt of the submitted lead is formally acknowledged
- Initial feedback is provided within a defined timeframe
- Upon approval, the lead proceeds directly into Amberdo's application and approval process
- All subsequent client communication is handled exclusively by the Amberdo central team

Realtors are kept informed of key milestones, and commission eligibility and payment timelines are confirmed transparently.





Amberdo cafe head office

We value professional, long-term partnerships built on clarity, trust, and aligned objectives.

Our team is committed to responding promptly and ensuring a smooth, transparent collaboration experience for our realtor partners.

For inquiries, collaboration requests, or to submit a qualified lead, please contact the Amberdo team through the channels below.

Our business development team is available to provide guidance, answer questions, and support you throughout the collaboration process.

Amberdo Business Development Team



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