



COMPANY PROFILE 2026

From Multi-Site Operations to Beverage-as- a-Service

Enterprise F&B
operational excellence.

230+

Stores Managed

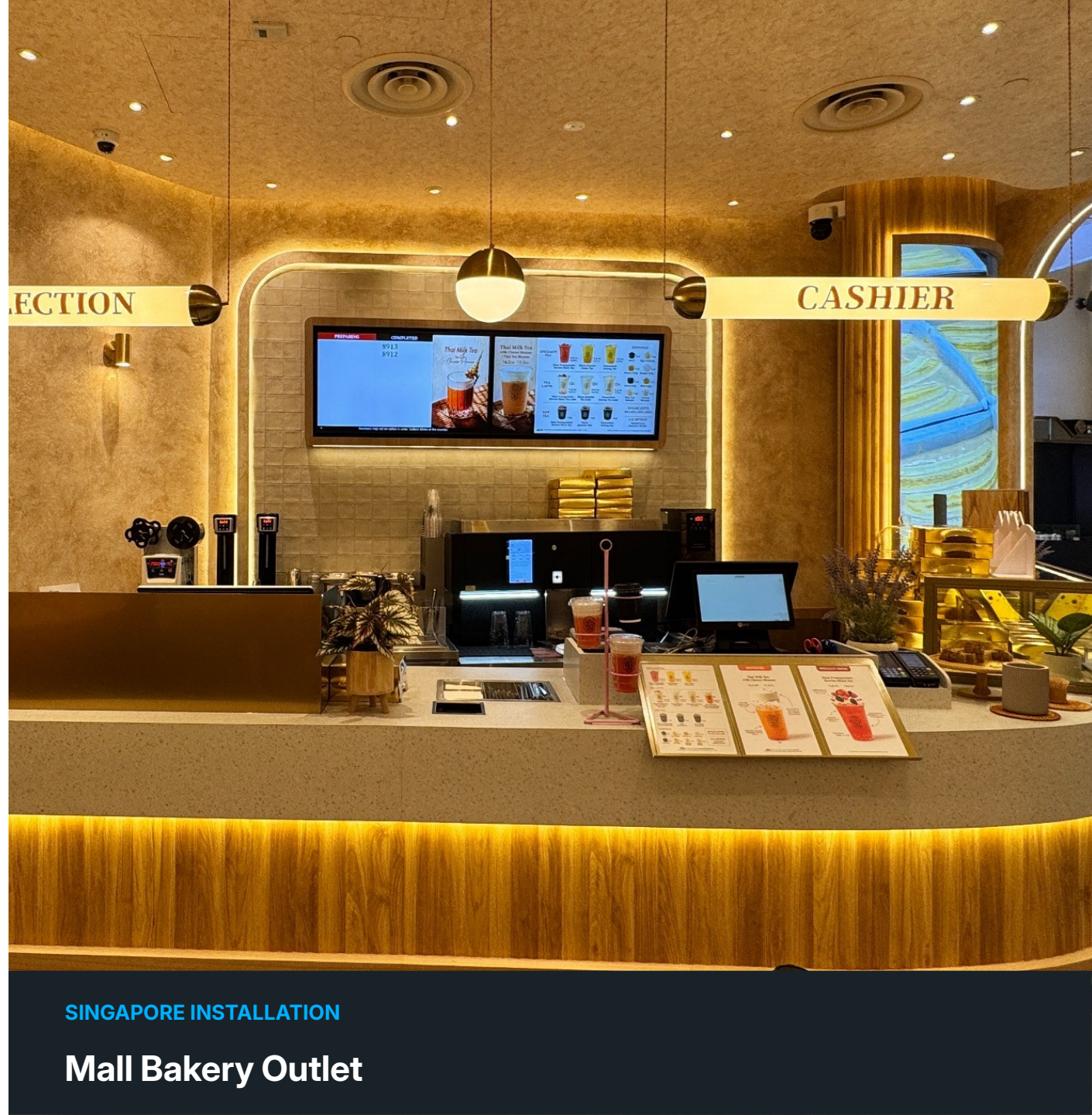
7

Countries

20+

Years Experience

AiTEA / Stirring Business Forward



SINGAPORE INSTALLATION

Mall Bakery Outlet

Our Mission & Values

OUR MISSION

To simplify F&B operations through practical beverage technology, IT solutions and dependable support—helping our customers improve efficiency and grow sustainably.

Stirring Business Forward

01

Innovation with Purpose

We apply technology to solve real operating problems—not add unnecessary complexity.

03

People-first Service

We listen, guide outlet teams and follow through on support issues with clear communication.

02

Simplicity in Systems

We make daily operations easier through clear processes, practical training and repeatable workflows.

04

Sustainable Growth

We help customers reduce avoidable waste and rework, strengthen consistency and expand responsibly.

AiTEA was built for multi-site operations.

EST. 2019

A scalable operating model

AiTEA was established in 2019 to formalise a scalable operating model for enterprise customers—anchored in disciplined support processes, structured deployment and reliability across distributed sites.

The foundation for today's solutions: repeatable, measurable and operationally governed.

ENTERPRISE-READY INFRASTRUCTURE

- 01 Disciplined processes**
Standardised operating procedures
- 02 Structured deployment**
Systematic rollout methodology
- 03 Multi-site reliability**
Consistent performance across locations

COVID accelerated our operational backbone.

During COVID, AiTEA scaled through helpdesk and onsite IT support, serving enterprise F&B environments where downtime and inconsistency directly impact revenue.

FIELD-WORK EXAMPLE



Onsite IT installation at a customer outlet

Capabilities that later became essential for managed beverage operations.

CAPABILITIES STRENGTHENED

01 Operational playbooks

Repeatable operating processes

02 Escalation pathways

Disciplined issue escalation

03 Multi-site response

Responsiveness across sites

Proven multi-site exposure across regions.

230+

Stores Managed

7

Countries

Southeast Asia

SG

Singapore

MY

Malaysia

BN

Brunei

Middle East

AE

UAE

KW

Kuwait

QA

Qatar

East Asia

MO

Macau

Different site constraints. Varied service expectations. Structured execution across distributed environments.

Pivoting to BaaS was a strategic decision.

The future of sustainable beverage operations.



01



02



03

Environmental sustainability

Reducing waste through precise recipe control and optimised ingredient usage.

Operational sustainability

Reducing rework through standardised processes and consistent execution.

Commercial sustainability

Improving repeatability to enable stable, scalable growth.

A managed model enables beverage programmes to scale with stability, rather than constant intervention.

Beverage programs fail structurally, not creatively.

The most common failures are not about product appeal. They come from operational inconsistency.

01 Variation in recipe execution

Inconsistent preparation methods across outlets lead to unpredictable customer experiences and brand dilution.

02 Calibration drift

Equipment settings deviate over time without proper monitoring, causing quality degradation that goes unnoticed until customers complain.

03 Incomplete training

Staff turnover and insufficient training create knowledge gaps that compound over time, making consistency impossible.

04 Slow service recovery

Without a governed operating system, small variances scale into systemic quality issues that damage brand reputation.

What BaaS means at AiTEA.

An all-in-one managed operating model that integrates equipment, ingredients, recipe engineering, deployment methodology and service governance into a single structured programme.

01	Equipment	Managed & maintained
02	Ingredients	Sourced & standardised
03	Recipe engineering	Developed & documented
04	Deployment	Structured rollout
05	Service governance	Monitoring, support & continuous improvement

Not just a setup. A managed beverage capability.



BEVERAGE EQUIPMENT / FRONT VIEW

Equipment in real operating settings.

A selection of beverage stations and countertop configurations.



Self-service station

Blue-panel configuration



Countertop equipment

Multi-compartment configuration



Self-service station

Green-panel configuration

Examples shown. Equipment, accessories and final configuration are specified in the quotation.

AiTEA / Stirring Business Forward

Installed in Singapore.

Beverage installations across retail and hospitality settings.



Mall Bakery Outlet

Beverage counter installation



Rooftop Bar

Venue overview

Installed in Singapore.

Swimming-facility and food-court settings.



Swimming facility

Machine beside the steps



Food court

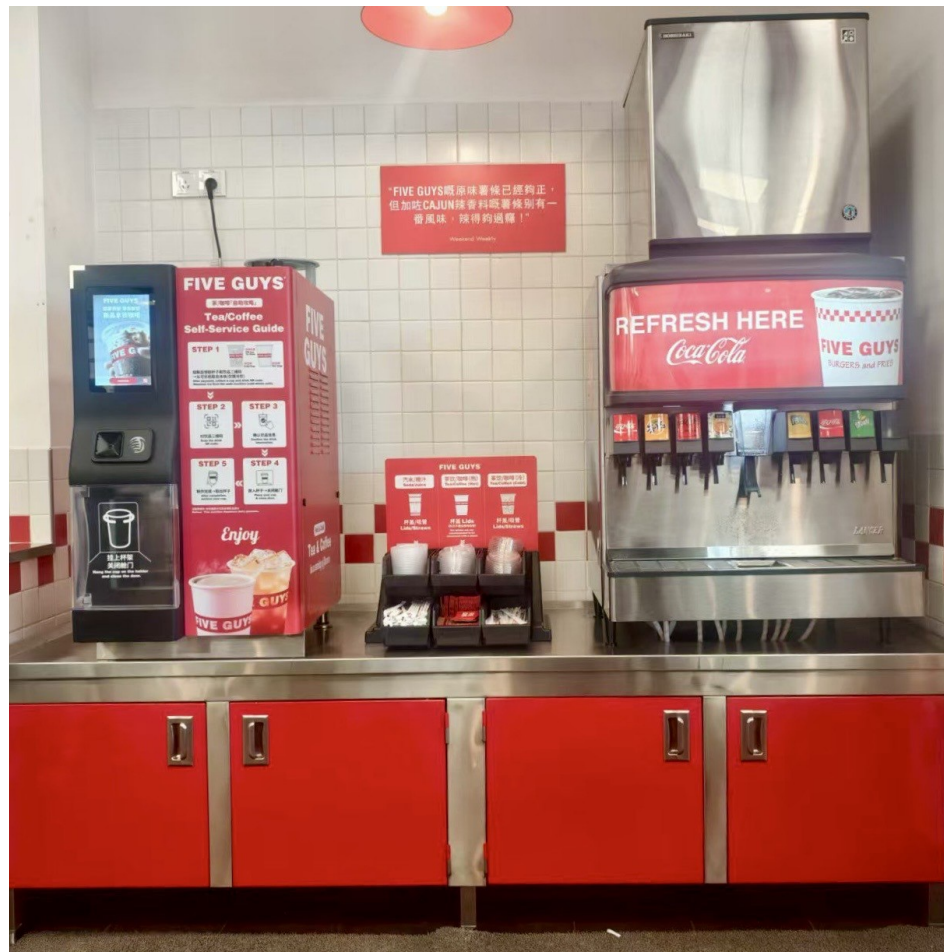
Machine positioned alongside a food stall

Five Guys.

Overseas installation by our principal.

Self-service tea and coffee
within a branded restaurant
beverage station.

On-machine instructions and
branded drink presentation are
visible at the dispensing point.



Restaurant beverage station

Tea/coffee beside fountain drinks



Branded self-service

Customer guide and drink presentation

Recipe engineering to reduce waste and rework.

01 Collaborative development

Recipes are developed internally and with suppliers to align taste, yield and operational simplicity.

02 SOP standardisation

Standardised recipes ensure every outlet follows the same process, eliminating guesswork and variation.

Reduce ingredient wastage

Over-pouring, spillage and expired inventory.

Reduce operational rework

Fewer remakes; savings in time and labour.



Recipe creation is a control system, not a one-time formulation.

THE HIDDEN COST

Often accounting for

15–20%

of total
beverage costs

Waste and rework are two of the biggest hidden costs in beverage programmes.

From deployment to repeatability.

Governance enables scale. AiTEA institutionalises operations through documented systems and disciplined execution.

01 Documented playbooks

Every process is documented, creating a knowledge base that does not depend on individual expertise.

02 Calibration discipline

Regular equipment calibration ensures consistency and prevents quality drift over time.

03 Staff training routines

Structured training programmes ensure every team member follows the same standards.

04 Structured escalation

Clear escalation procedures ensure rapid issue resolution without operational disruption.

FROM

“People-dependent” execution

→ **Repeatable system**



EQUIPMENT UNPACKING & PREPARATION

Replicable across regions

Scalable without quality loss

Consistent customer experience

Hands-on training in progress.

Equipment familiarisation and practical demonstrations.



Group equipment training

Guidance at the machine



Equipment familiarisation

Demonstration and discussion



CUSTOMERS PURCHASING DRINKS

2026

Stable, sustainable, renewal-driven growth.

Scaling a managed beverage platform.

01 Continued regional support

AiTEA continues supporting enterprise F&B operations in Singapore, Kuwait and Macau, maintaining our commitment to existing partnerships.

02 BaaS platform scaling

Expanding managed outlets through repeatable deployment and governance, with disciplined execution.

03 Strategic focus

Stable, sustainable and renewal-driven growth—building long-term partnerships, not transactional relationships.



NEXT STEPS

Stirring Business Forward.

Enterprise F&B operational excellence.

LET'S TALK

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Discuss your requirements.

Align the service scope.

Plan the next stage.