

ON THE BORDER

— MEXICAN GRILL & CANTINA —



SERVING THE BOLD FLAVORS OF TEXAS & MEXICO

OUR STORY

It all started with three friends, a few shots of tequila, and an idea to share bold Border-style food with the world. So, in October 1982, the first On The Border restaurant was opened at the corner of Knox and Travis Streets in Dallas, Texas.

On The Border quickly became, and remains today, THE hot spot for frosty margaritas, sizzling fajitas, fresh-pressed tortillas, fresh guacamole and the BOLD flavors of Texas and Mexico.

WHY FRANCHISE?

We are a well-established and unique brand delivering bold, Border-style food, hand-crafted beverages, and good times across our domestic and international platforms. We focus on excellent service, great food and a fun, festive atmosphere, and our franchisees are supported in every aspect of the business!

OUR BORDER-FESTO REMEMBERING WHO WE ARE

OUR PURPOSE

To celebrate bringing people together around the food they love.

OUR MISSION

- Have fun
- Make money
- Be the BEST!

OUR VISION

The service, food, & overall experience makes us your go-to Mexican restaurant.

OUR LEADERSHIP PRINCIPLES

People First. Hospitality Driven. Financially Strong.



FRANCHISE PROCESS

STEP 1 PRE-QUALIFICATION



Submit inquiry about franchise opportunities



Introductory phone call



Submit Request for Consideration form



Sign and return Franchise Disclosure Document (FDD) and Non-Disclosure Agreement (NDA)

STEP 2 INITIAL MEETING



Complete Franchise Application and Background Check Authorization forms



Discuss regions of interest



Meet OTB Executive Restaurant Support Team for Discovery Day



Visit On The Border restaurants

STEP 3 JOINING THE OTB TEAM



Provide Entity Information of Documents



Complete Territory & Franchise Agreements



Legal review of all Documents

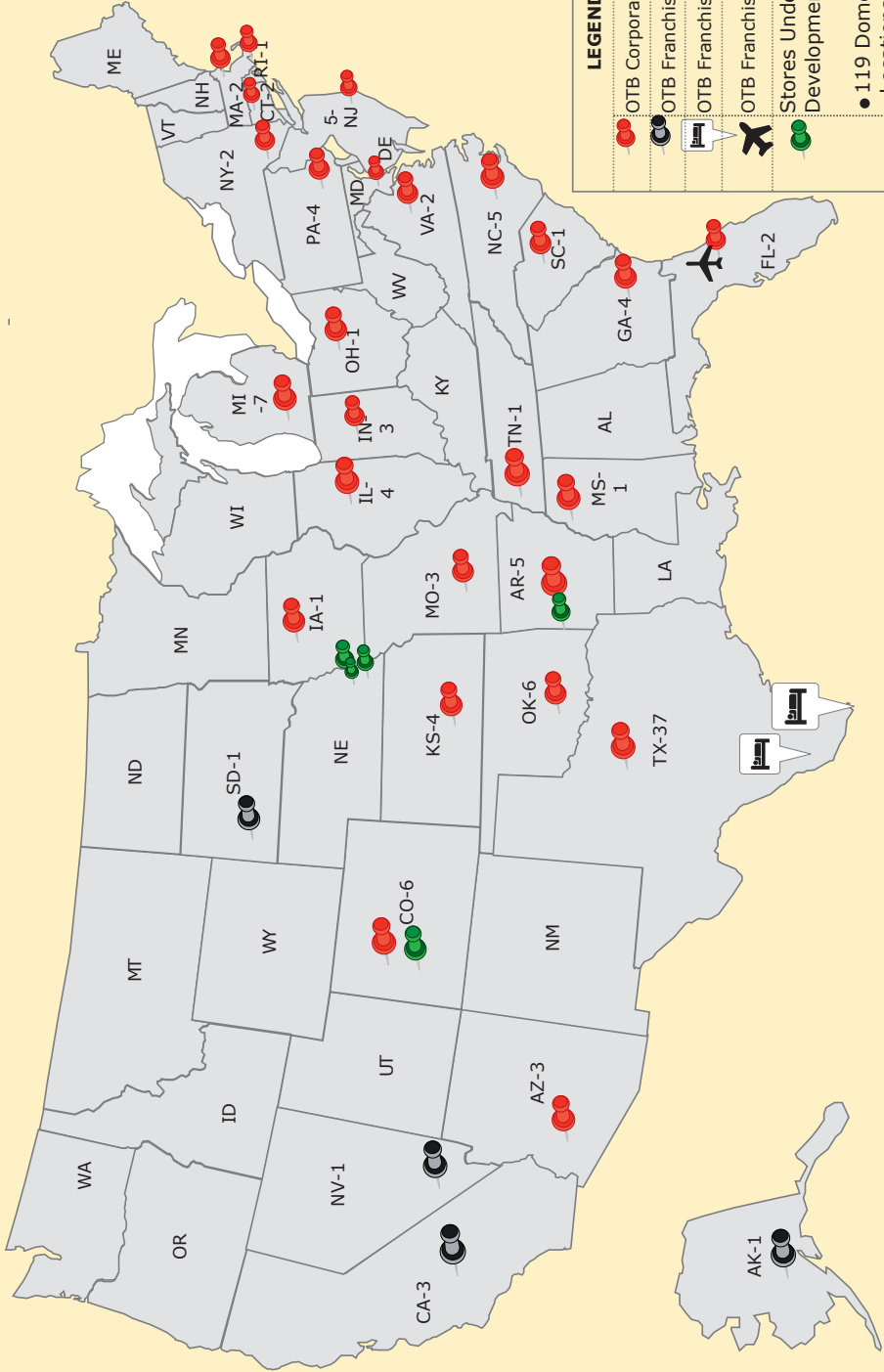
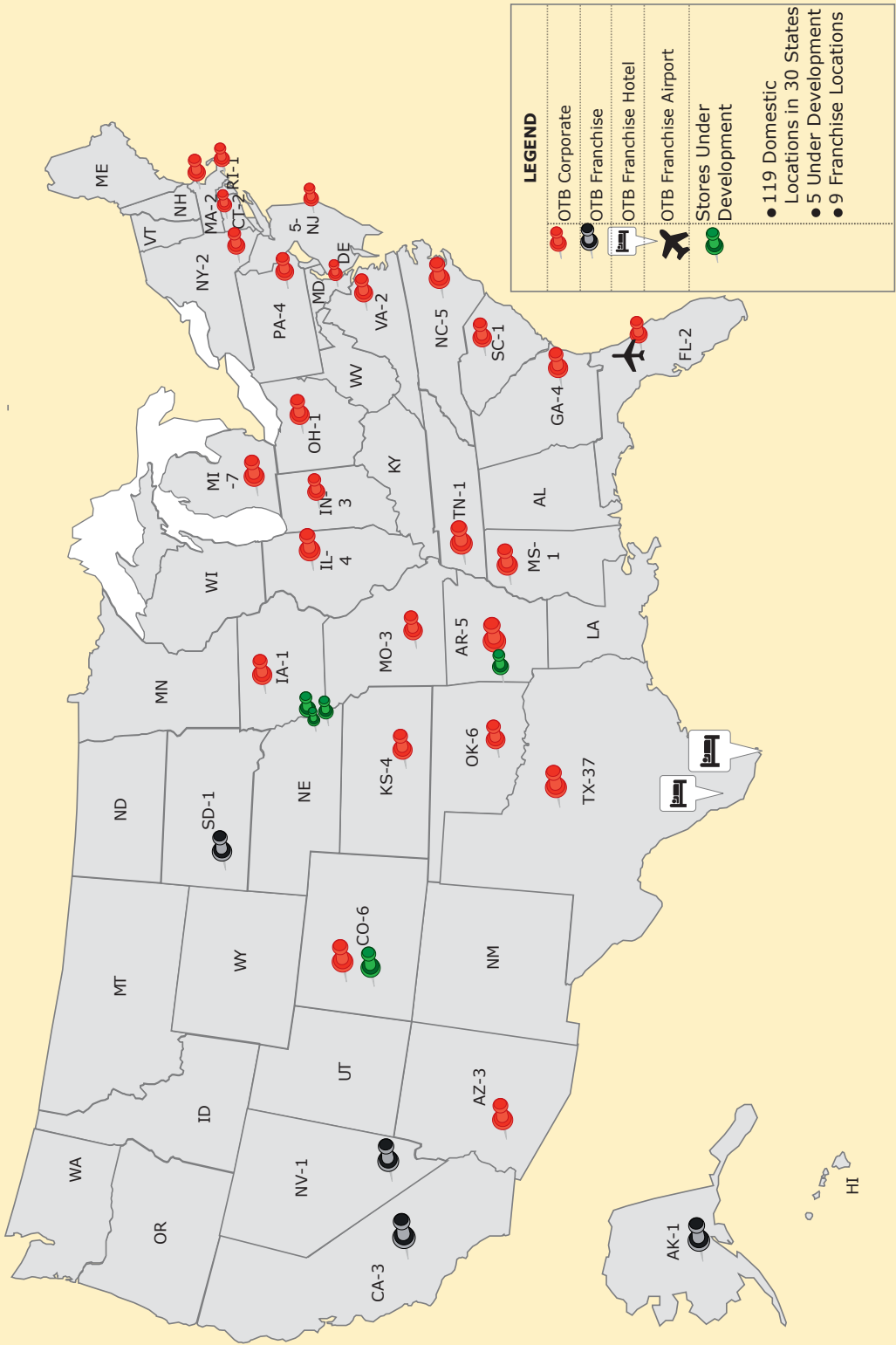


Schedule the closing to sign the Agreements



Training and Grand Opening

On The Border Corporate and Franchise Location Map



LEGEND

- OTB Corporate
- OTB Franchise
- T OTB Franchise Hotel
- ✈ OTB Franchise Airport
- Stores Under Development

- 119 Domestic Locations in 30 States
- 5 Under Development
- 9 Franchise Locations



DEVELOP WITH ON THE BORDER



TRADE AREA “TARGETS”

- Five Mile Pop. >100,000
- Daytime Pop. >50,000
- Traffic Count >25,000 VPD
- Median Income \$40,000 – \$80,000
- Median Age 36 – 52
- Median Home Value \$250,000 – \$500,000
- Local Retail > 1.0M Immediate Market
- Casual Theme Dining Immediate Market
- Minimal Mexican Immediate Market
- “X” Factor:
 - Highway Exit or Visibility
 - Regional Hospitals
 - Schools or University
 - Retail Hubs
 - Military Installations
 - Tourist Attractions
 - Business Centers
 - City or Neighborhood Centers

OPTIONS & OPPORTUNITIES

- Traditional Free-Standing
- Retail Strips
- Small Footprints
- Retrofits
- Malls, Airports, Hotels & Military

MARKET OPPORTUNITIES

- Domestically 50-States and US Territories
- Internationally Worldwide (*currently SE Asia*)

SITE CRITERIA

- 1.0 – 2.0 Acres
- Pad Sites or Retail Centers
- 4,800 – 5,300 SF Traditional
- 2,800 – 4,800 SF Retail
- 2,800 – 3,200 Small Footprint
- Parks:
 - 70+ Traditional
 - 40+ Retail
 - 20+ Small Footprint
 - To-Go & Third-Party Designated

BUILDING SPECS

- 6” Water Main
- 2” Dom Water
- 4” Fire
- 6” Sewer
- 800 – 1,200 Amp Main Power
- 4” Gas
- Storm Drain & City Utilities preferred



3 NEW FRANCHISE OPENINGS IN +10-YEARS

NEW OTB HOTEL CONCEPTS

FIRST NEW DEVELOPMENT SINCE 2017

WE'RE ON THE MOVE AGAIN !!

NEW IMAGE AND PROTOTYPE LINE-UP

3RD PARTY GHOST KITCHENS "COMING SOON"

FIRST INTERNATIONAL RETAIL PRODUCT LICENSING

FIRST OTB "IN THE LAND OF THE MIDNIGHT SUN"



**RAPIDLY GROWING IN THE US AND ABROAD
WITH TOP-PERFORMING LOCATIONS IN SOUTH KOREA
AND UNITS PLANNED THROUGHOUT SOUTHEAST ASIA**



**ON THE
BORDER**



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BECOME AN OWNER!



SCAN HERE FOR MORE INFO

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