



Our INTERNATIONAL story...

BOOSTER JUICE- INTERNATIONAL DEVELOPMENT

- **Booster Juice** is one of the world's leading Juice & Smoothie chains and currently operates over 450 stores across Canada,
- Our development in international markets is done via territorial and master license agreements, providing market exclusivity for the master franchisee subject to compliance with an agreed upon development schedule.
- Market Fee value is based on a matrix that factors : population, GNP per capita & potential # of stores .
- Our concept can be accommodated in spaces ranging from 150 sq ft - 1000 sq ft., making it extremely flexible for a wide variety of real estate situations. Booster Juice stores provide a unique, great tasting and healthy alternative to traditional fast food. And be aware that all 'smoothies' are not created equal. A typical Booster Juice smoothie contains over 4 servings of fruit and under 1 gram of fat!
- In any international franchising venture, success is largely dependent on a strong local organization possessing the necessary entrepreneurial, managerial and financial resources to effectively develop the market. Accordingly, as an initial step we request that interested candidates forward a brief that would provide us a greater understanding about the experience of those who would be involved in the venture, their insight regarding the market(s) and appropriate strategies that could lead to the successful development of Booster Juice therein.
- **Our fee structure for international development is based on an initial territorial fee that is set specifically for each country or region. The Fee is intended to cover, among other items our cost in legal documentation, site approval visits, training costs, store opening assistance, general start-up support by our various departments (operations, marketing, distribution) within our organization to get the venture up & running. In addition to the initial territorial fee, franchisees are required to remit a fee per store , a royalty fee based upon 4% of gross sales and a 1% Marketing * Fund contribution.**
- **We will not consider 1 or 2 stores for any international market; MUST be multiple stores in order to better leverage brand awareness and supply line distribution.**
- The steps that we go through in facilitating international development are as follows:

Step 1: You provide us with details of your organization, your vision for developing our brand, an overview of the local food service market, particularly the QSR (Quick Service Restaurant) category. Please include an indication of financial resources. This information can either be provided by way of a simple 'attachment' or by going to our website (www.boosterjuice.com) and filling in our franchise application form.

Step 2: We conduct detailed telephone discussions regarding the market, your candidacy, key franchising terms, etc.

Step 3: We arrange a meeting in Canada (we have offices in Edmonton and Toronto) in order to tour the various store formats, meet our team and further assess the overall fit.

Step 4: We enter into a **letter of intent** for the market. The 'LOI' would lay out key business terms and require the payment of a non-refundable deposit in order that we may schedule a market visit.

A Master Franchise Agreement is fully executed

Step 5: Booster Juice key executive(s) meet with candidates within the market to finalize development strategy including touring prospective locations, determining product supply plans, pricing and other pre-opening requirements. Together we develop a 'critical path' for commencement of development.

Step 6: Booster Juice completes store design for initial location(s)

Step 7: Training program of 2 weeks for key management (specific program length will be determined based upon the market requirements and backgrounds of trainee(s).

Step 8: Booster Juice representative(s) travels to market to oversee final stages of store development, setup and assist in staff training.

Step 9: Initial store opening! Booster Juice sends a training team to help open the store and train local staff- at our expense

Booster Juice provides ongoing support

Booster Juice Development Plans...

Booster Juice currently operates 11 airport stores across Canada along with TRAIN station stores & university campus stores. We are in preliminary talks with select US airports for store opportunities.

Years ago, Booster Juice had stores in Saudi Arabia, UAE, India, Netherlands, Mexico and Brazil.

Presently, our trade marks are registered in: Brazil, Bahrain, Colombia, Canada, Costa Rica, China, Cyprus, EU(27 countries), India, Ireland, Japan, Kuwait, Lebanon, Malaysia, Mexico, Oman, Pakistan, Qatar, Panama, Saudi Arabia, UAE, UK Venezuela, USA

EU countries include: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech, Denmark, Estonia, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxemburg, Malta, Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Sweden

