

ROARK CAPITAL GROUP

<http://www.roarkcapital.com/>

Roark Capital Group is an Atlanta-based private equity firm with over \$6 billion in equity capital and commitments raised since inception. Roark focuses on middle-market investment opportunities through family-owned business transfers, management/corporate buyouts, recapitalizations, going-private transactions, and corporate divestitures. Roark has made investments in 51 multi-unit businesses, that collectively have nearly 22,000 locations and \$20 billion in system-wide revenues across 50 states and 75 countries. Roark's total locations include over 18,000 domestic locations and 4,000 international locations. Roark invests primarily in franchise, brand management, environmental services and marketing services companies with attractive growth prospects.



Confidential

洛克资本集团

<http://www.roarkcapital.com/>

洛克资本集团是一家总部位于美国 亚特兰大的私募股权公司，自成立以来管理超过 60 亿美金的股权资本。洛克资本专注于中端市场的投资机会，包括家族化业务转让，管理层/公司收购，资产重组，私有化交易，以及资产剥离等。目前，洛克在美国 50 个州及全球 75 个国家拥有 51 个多元化资本投资项目，办事处/门店近 22,000 家，收入总额近 200 亿美元。美国境内的办事处/门店 18,000 个，境外 4,000 个。洛克资本致力于投资那些拥有极佳发展潜力的特许加盟经营、品牌管理、环境服务和营销推广服务公司。



Confidential



**Now growing in
China – One of
America's Top
Ranked Burger
Franchises!**

Ranked #1 by  in Food Quality, Service & Cravability!

Ranked #1 by  Q3 2015 in Flavor & Quality!

CKE in Top 3 Burger Franchises, Entrepreneur Magazine



Carl's Jr. - Southern California's legendary premium char-grilled burger quick-service brand – founded in 1941 and now a rapidly growing global brand across the US and in 37 countries. Our world-wide system is now 3,700 restaurants strong with revenues exceeding US\$4.3 billion. Clearly positioned and well differentiated from our competitors, with memorable and edgy "cut through the clutter" advertising, Carl's Jr. knows its target customers and appeals to today's "young hungry guys" successfully in China and around the world.

From a strong base in Shanghai with years in the market, Carl's Jr. is now seeking franchise partners to develop and operate multiple restaurants in China's major cities and provinces. Candidates should be well-connected in their region and have the financial resources to build multiple restaurants in an exclusive territory. In addition, they should be prepared to build a strong team to run the business - preferably with chain restaurant operating experience. In addition, commercial real estate development capabilities and experience is a key quality of successful candidates. Above all, candidates must show a passion for serving great char-grilled burgers!





**World Class Support
for World Class
Franchisees**

C H I N A

BEFORE YOU OPEN, WE ASSIST YOU THROUGH THE FOLLOWING:

Site Selection * Restaurant Design * Equipment Ordering
Construction * 12-Week Training for Franchisee/Senior
Management

AFTER YOU OPEN, WE CONTINUE TO ASSIST YOU WITH:

- Field Support:** Our Shanghai-based support team will assist you with your business at every stage.
- Operations:** We provide periodic information on a variety of items to assist you with operating your business.
- Franchise Services:** We are right here in China, only a phone call or email away to respond to any questions you might have – in your own language!
- R&D:** A qualified staff of professionals in our corporate state-of-the-art kitchen provides ongoing research and development.
- Marketing/Advertising:** You continually benefit from our Marketing Team, both from the US and in China, who will support you with your strategic advertising and local store marketing.





中国迅速发展中

全美领先汉堡加盟

连锁品牌

第1名 产品品质、服务和顾客最向往餐厅



“全美餐厅新闻”

第1名 口味和质量



SANDELMAN
Restaurant Market Intelligence

2015 “美国山德曼调研公司” 第三季度报告

美国卡乐星集团名列全球前三汉堡加盟品牌



2015 《企业家》杂志票选

卡乐星于1941年由卡尔·卡契尔夫夫妇始创于美国南加州。最初起步于一辆热狗外卖车。75年过去后，卡乐星已成为高品质、真正原汁原味“纯正美式汉堡”的传奇代表品牌，并在美国及全球37个国家迅速发展。时至今日，我们的全球网络覆盖3,700家餐厅，年销售额高达43亿美元。拥有区别于竞品的独特品牌和产品定位，以及新锐创意的广告宣传，卡乐星是全球年轻时尚食客聚集的潮流圣地。

依托在上海多年强势发展的基础，卡乐星目前在全国诚意寻找合适的特许经营加盟商，期待在重点城市以多餐厅加盟的合作方式一起拓展中国业务。预期的特许加盟组织应具备成功的商业管理经验，在中国要有地域性专属区域，并在专属区域有强大的网络资源及厚实的财务后盾。同时，希望加盟商能组建具有实力的餐厅运营团队，如有连锁餐饮管理经验的成员更佳。此外，商业地产开发的实力与经验亦会是考核的重要条件。当然，更必须展现对推广原汁原味的美式汉堡充满热情与信心！





为世界一流的加盟商

提供世界一流的支持

C H I N A

卡乐星将给予特许加盟商强有力的加盟支持。

餐厅开业前：

餐厅选址、餐厅设计、设备及原物料采购、餐厅营建

12周专业培训（提供餐厅管理者）

餐厅开业后：

当地支持：我们在上海的专业团队将在任何阶段提供您所需要的商业支持。

营运支持：我们会定期提供各项最新资讯与支持，确保你的餐厅运营顺畅。

加盟服务：我们在中国的团队，可以通过电话或邮件，及时有效地提供反馈和解决方案。

研发支持：高资质的专业人员将提供有关产品调研和研发的相关支持。

市场营销及广告宣传：我们美国及当地的市场营销团队，将持续不断地提供您所需要的战略宣传及当地市场活动资料和支持。



FOCUS BRANDS COMPANY PROFILE

Company / Brands Introduction

FOCUS Brands Inc. is the franchisor and operator of over 3,000 bakeries, restaurants, cafes and ice cream shops in the United States. We have a portfolio of 6 brands including Cinnabon, Auntie Anne's, Carvel, Schlotzsky's, Moe's Southwest Grill and McAlister's Deli. Outside of the United States, we have 1,500 stores across 65 countries in Asia, Europe, Middle East and South America. Our system sales is currently at \$2.4 billion annually. We are a certified World Class Franchise by the Franchise Research Institute.

Our requirements and profiles of franchisees we are looking for in China

- Experienced in operating multi-unit food & beverage outlets
- Has existing food service operations structure (people, facilities, etc.)
- Strong local knowledge and ability to adapt our brands to local conditions
- dedicated brand builder with willingness to invest and grow our Brands in the territory
- Supply chain and real estate expertise
- Well-capitalized with proven leadership and management
- Long term financial plan with liquid assets for first two years of developing stores
- Strategic fit with Focus Brands

Support we provide to our partners

- Marketing & Innovation: comes up new products, consumer insights, partnerships and marketing to bring in more business
- Supply Chain: links every location into a network of regional vendors, advanced processes and high quality products to reduce spending
- Operations & Training: provides intensive leadership team training, regional team support and technology tools to improve operations.
- Development: provides critical expertise in everything from site selection, to design, to construction for new locations

Typical franchisee fees structure (negotiable – to be decided based on partners' capabilities)

- Royalties: 6% of gross sales
- Marketing Contribution: 1% of gross sales
- Initial Franchise Fee \$25,000 per store
- Term: 10 years per store, with option to renew for another 10 years
- Development Area Fee: \$75,000 - \$100,000 (depending of size of area and complexity)

Brands' photos and logos (see next pages)

Cinnabon



CINNABON

A CAFE STYLE BAKERY

OUR GLOBAL BRAND

- Born in Seattle in 1985
- 1200 worldwide locations in 60 countries
- Flexible formats with success in high traffic locations: shopping malls, airports, train stations
- Successful with female Millennials
- Small capital investment



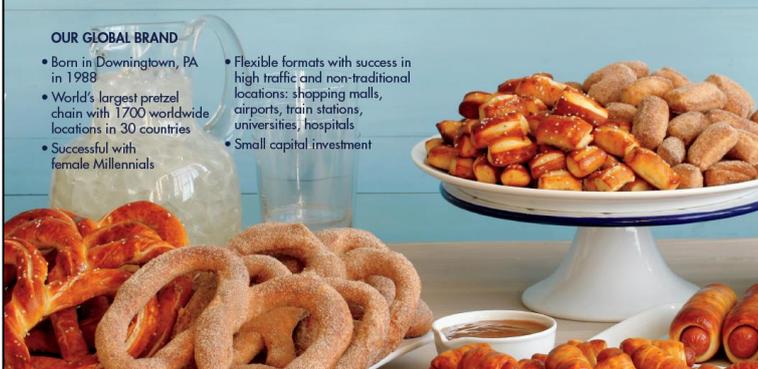
Auntie Anne's

Auntie Anne's

ON THE GO, ALL DAY SNACKING

OUR GLOBAL BRAND

- Born in Downingtown, PA in 1988
- World's largest pretzel chain with 1700 worldwide locations in 30 countries
- Successful with female Millennials
- Flexible formats with success in high traffic and non-traditional locations: shopping malls, airports, train stations, universities, hospitals
- Small capital investment



Carvel

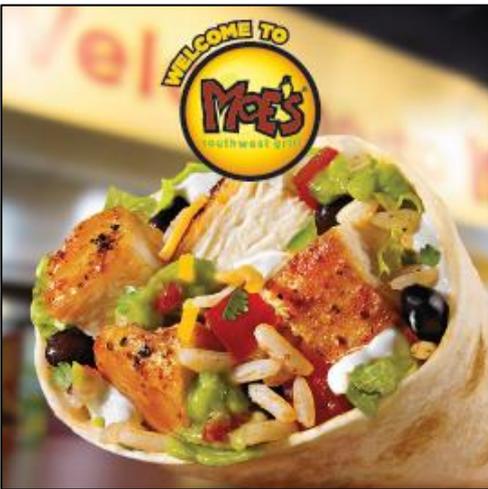




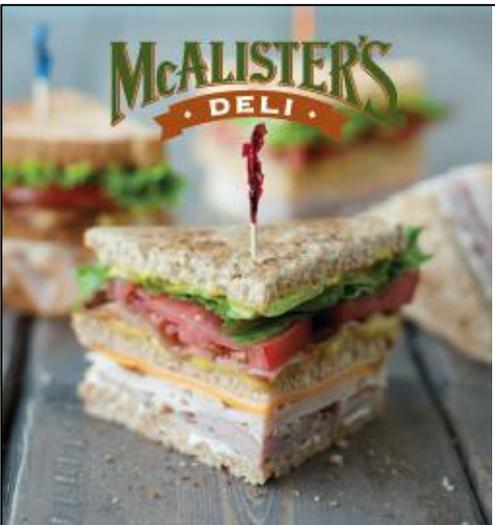
Schlotzsky's



Moe's Southwest Grill



McAlister's Deli



FOCUS BRANDS 公司简介

公司/品牌介绍

FOCUS Brands 公司是在美国的特许人, 也经营 3,000 面包店, 餐馆, 咖啡厅和冰淇淋店。我们的组合有 6 个品牌, 包括 Cinnabon (桂香卷), Auntie Anne's (安缇安), Carvel 冰淇淋, Schlotzsky's 面包店与咖啡馆, Moe's Southwest Grill 墨西哥餐厅和 McAlister's Deli 熟食店。

在美国以外, 我们有跨越 65 个国家的 1,500 专卖店包含在亚洲, 欧洲, 中东和南美。我们每年的总销售额现为\$24 亿美元。我们是经过特许经营研究所认证的世界级特许经营人。

我们在中国寻找特许加盟商要求

- 有经营多单位餐饮店的经验
- 已现有的食品服务业务结构 (人员, 设备等)
- 强大的本地知识和能力, 以适应我们的品牌要因地制宜
- 致力于品牌建设者, 愿意在中国进行投资和发展我们的品牌
- 供应链和房地产专业的知识
- 良好的资本与久经考验的领导和管理
- 长期资产管理计划与前两年开发的商店流动资产
- 公司战略适宜 Focus Brands 品牌

我们提供给我们的特许加盟伙伴的支持

- 营销与食品创新: 出现新的产品, 提供客户洞察与营销支持
- 供应链: 与地方供应商链接, 先进的工艺和高品质的产品, 降低运营成本
- 营业及训练: 提供领导与员工培训, 区域团队的支持和技术工具
- 发展: 提供一切从选址设计, 建设的新位置的专业知识

典型的特许经营结构 (基于合作伙伴的能力)

- 特许权使用费: 总销售额的 6%
- 市场营销的贡献: 销售总额的 1%
- 特许经营初始费: 每商店\$25 000 美元
- 每商店期限: 每店 10 年, 选择续约 10 年
- 开发区费: 美元 \$75,000 - \$ 100,000 (根据面积的大小)

品牌'的照片和标识 (请参见下页)

Cinnabon



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Carvel

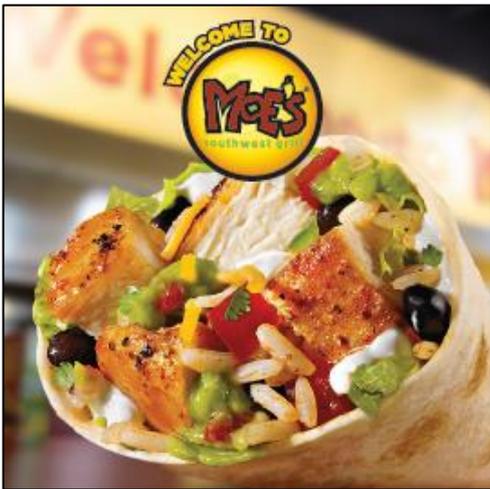




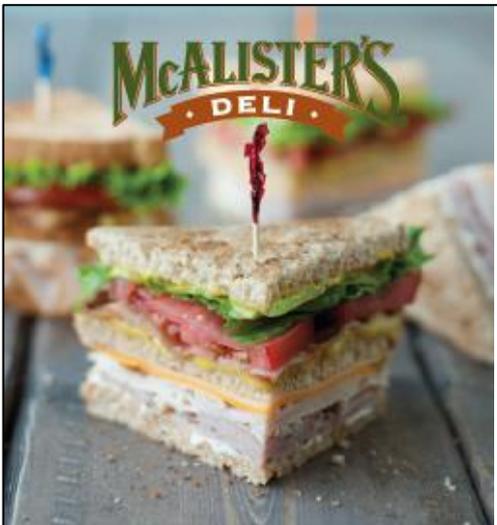
Schlotzsky's



Moe's Southwest Grill



McAlister's Deli



WINGSTOP

Brand Introduction

OUR MISSION : TO SERVE THE WORLD

We're not in the wing business. We're in the flavor business. It's been our mission to serve the world flavor since we first opened in '94, and we're just getting started. What began as a small buffalo-style chicken wing restaurant in Garland, Texas, continues to soar to great heights. Today there are more than 800 restaurants open across the United States, Mexico, Singapore, the Philippines, Indonesia, and the United Arab Emirates.

Wingstop quickly became a fan favorite. Our proprietary recipes, outstanding food and superior customer service created a demand that could only be satisfied by more locations. In 1997 we began offering franchises. Today we are one of the fastest-growing concepts in the United States, attracting top entrepreneurs and operators with the drive and passion to own their own business.

Wingstop is the destination when you crave fresh made to order wings, seasoned fries and any of our famous sides/appetizers. For people who demand flavor in everything they do, there's only Wingstop. – because it's more than a meal, it's a flavor experience.

What makes Wingstop one of the strongest growing Fast Casual Brands:

Category Leader:

- Largest national, fast casual wing-focused chain in the U.S. (98% franchised)
- 845 restaurants in 39 states and 7 countries as of year-end 2015

Compelling Unit Economics

- Annual Sales Volume per location of ~ us\$1.1MM in the Unites States (US)
- Flexible real estate profile with average restaurant size of ~170 square meters
- Sales to investment ratio of 2-3.0x
- Unlevered cash-on-cash returns of 35-40% in YR2 of franchisee operation (US)

What kind of partners are you looking for in China?

We seek well capitalized groups with experience in Food and Beverage concepts with access to quality retail real estate. Ideally group currently operates a non-competitive Western F&B Brand that they have successfully expanded in China and can leverage

experience in logistics, supply chain and development. A group that has Western trained management and English speaking leadership within their current organization is a very strong preference.

We see developing the country in one of two manners:

1. One Master Franchisee operator that develops across the country through owned and operated locations and maybe sub-franchising at some point in the future based on proven results
2. 2-4 regional franchisee operators who own and operate across 4 distinct regions:
 - North – Beijing
 - East – Shanghai
 - South – Guangzhou
 - West - Chongqing

The Groups(s) we seek should be ready to envision Wingstop as a concept with the potential for several hundred locations in the country and have clear site and capabilities to support an expansion of 125-150 locations in the first 10 years in the market.

Partner support to be provided by brand

The Groups(s) would be initially supported by regional team based in Singapore that overseas Asia/Pacific and has Mandarin speaking capabilities. This group would provide on-going support during pre-launch, at launch and during expansion.

An International dedicated team would support regional office in other functional areas including Training, Marketing, Technology, Real Estate Selection, Supply Chain, and Design/Equipment.

At some point, Wingstop would consider placing support personnel in mainland China.

Photos-Visuals of the Brand

Logo:



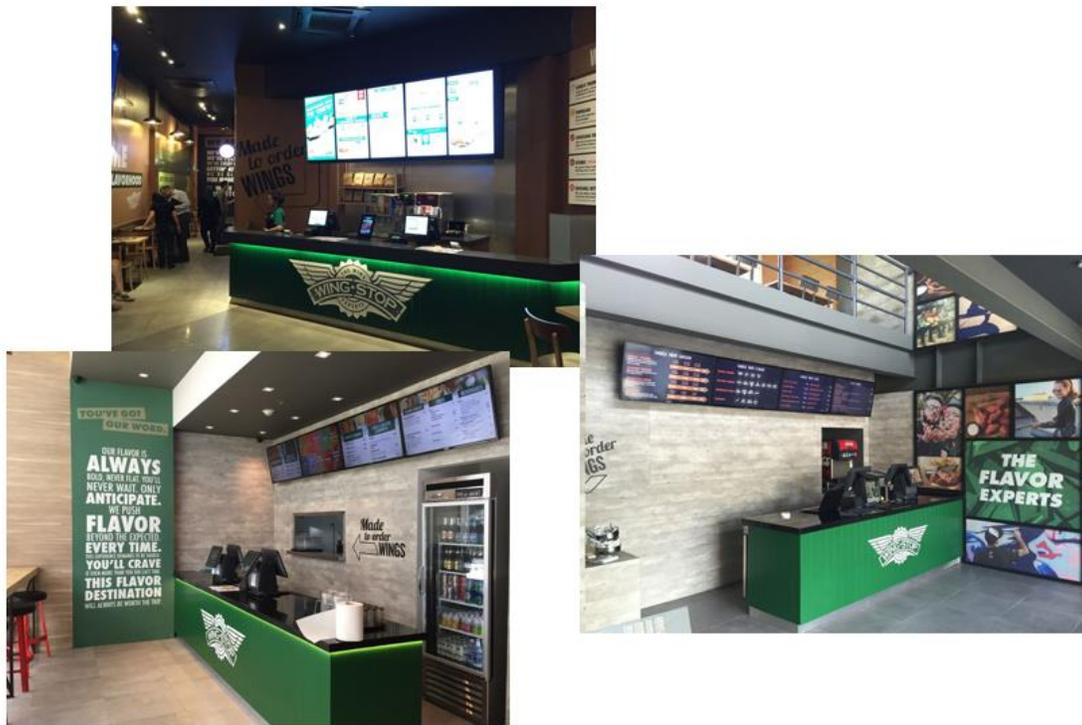
Restaurant Exteriors:



Restaurant Interiors:



Restaurant Front-Counters:



Sports Casual Dining Concept:



Food:



WINGSTOP

品牌介绍

我们的使命：献给世界的口味

我们做的不是鸡翅，是美味。自从 1994 年开业以来，让世界美味传遍全球就一直是我们的使命，而这一历程才刚刚开始。创业之初，我们只是位于德克萨斯州加（Garland, Texas）的一家规模不大的水牛城式鸡翅餐厅，而其后这家小餐厅不断迅猛发展。如今，我们旗下已有 800 多家餐厅，遍布美国、墨西哥、新加坡、菲律宾、印度尼西亚和阿拉伯联合酋长国。

Wingstop 迅速成为粉丝的心头最爱。我们的专利配方、出众的食物和一流的客户服务使得需求暴增，仅仅通过在各地开设更多分店已经无法满足。1997 年，我们开始提供特许经营。如今，我们是美国增长最快的品牌之一，吸引着顶级的企业家和运营商加盟，他们都热切希望拥有自己的业务。

当您垂涎于新鲜定做的鸡翅、精心调味的薯条，以及我们任何知名的配食/开胃菜，Wingstop 正是您的目的地。对于那些要求美味无处不在的人，Wingstop 就是他们的不二之选——因为这不仅仅是一顿饭，而是美味的体验。

让 Wingstop 成为增长最为迅猛的休闲快餐品牌之一的因素：

本类别的领头羊：

- 全美最大的以鸡翅为主的快餐连锁品牌（98%为特许经营）
- 截至 2015 年底，在全美 39 个州和 7 个国家拥有 845 家餐厅

令人信服的单位经济状况

- 在美国每处加盟店的年营业额约为 110 万美元
- 房屋外观灵活，平均餐厅面积约为 170 平方米
- 销售额投资比为 2-3 倍
- 加盟经营第 2 年达到 35-40% 的无杠杆现金回报（在美国）

你们在中国寻觅什么样的合作伙伴？

我们寻求在食品和饮料行业具备经验、能够获得高品质零售房产的资本充足的集团。理想的合作集团是：目前在中国经营着一家不构成竞争且已经成功扩张的西方食品饮料品牌，能够利用其在物流、供应链和发展上的经验。我们高度优先考虑目前管理层接受过西方式培训、领导层能讲英语的集团。

在中国拓展业务，我们计划从以下两种方式中择其一：

1. 设立一家总特许经营商，通过自有自营的加盟店在中国扩张，可能在未来特定时候基于可靠的结果分销特许经营权
2. 设立 2-4 家区域特许经营商，在 4 个不同区域持有和运营加盟店：
 - 北部——北京
 - 东部——上海
 - 南部——广州
 - 西部——重庆

我们寻求的合作集团应该乐于构想 Wingstop 品牌有潜力在中国开设数百家加盟店的前景，并且有明确的选址和能力来支持我们在进入中国市场的前 10 年内开设 125-150 家分店。

品牌提供的合作伙伴支持

合作集团将首先得到我们位于新加坡的区域团队的支持，团队涵盖亚太地区，能够说普通话。该小组将在开业之前、开业之中以及扩张期间提供持续的支持。

一支国际专门团队将在其他功能领域支持这一区域办事处，包括培训、营销、技术、房产选择、供应链、设计/设备。在特定时候，Wingstop 会考虑向中国大陆派遣支持人员。



A. DESCRIPTION

Now is the time to invest in Arby's! With sales outpacing the industry, Arby's is the hot brand on the rise. We have a robust product pipeline of handcrafted sandwiches, innovative sides and decadent desserts. Arby's has an exciting FastCrafted™ positioning that is getting noticed, and we have a cutting-edge new "inspire" building design for new and existing locations.

B. QUALIFICATIONS

We are seeking large, experienced restaurant operators/developers with the resources/working capital to aggressively expand within a defined geographical territory. Potential candidate should possess a current infrastructure, with a working knowledge of:

- The local QSR landscape
- Understands and can obtain quality real estate/retail locations
- Access to existing supply chain resources
- Understands the value of branded concepts
- Adherence to proven business systems
- Commitment to food safety and quality assurance

C. WORLD CLASS ASSISTANCE

- Operations
- Marketing
- Supply Chain /Logistics
- Design and Construction
- Development



"Arby's is cool again"



FAST FRANCHISE FACTS as of March 4, 2016

Franchising Since: 1965
 Franchise Operating Units: 2,331; 393 Franchisees
 Company Operating Units: 1,007

Available Territories: N. China, Greater Beijing, Greater Shanghai, S. China, Central China and other areas available.



US \$3.5 BILLION in system-wide sales

21 CONSECUTIVE QUARTERS of SSS growth through Q4 2015

11 CONSECUTIVE QUARTERS of industry outperformance

FAST CRAFTED® BLEND of QSR & Fast Casual

RANKINGS & AWARDS

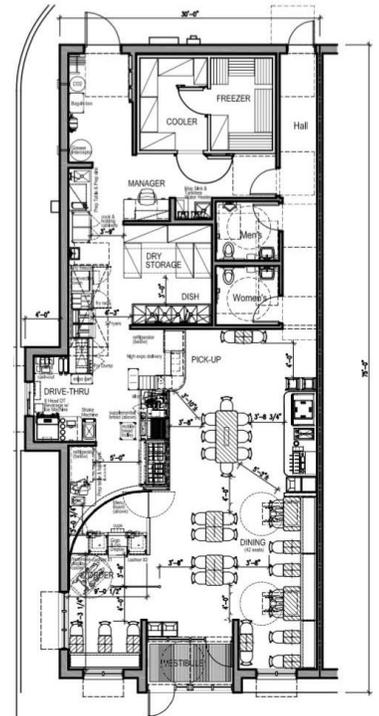
• World-Class Franchise by the Franchise Research Institute for 2015



• #2 on Nation's Restaurant News Top 100 LSR/Sandwich Systemwide Subs for 2015



• #2 limited service sandwich chain in the United States in 2015.



CONTACT

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 ppons@arbys.com

DISCOVERARBYS.COM



排名和奖项

- 2015 年被特许经营研究院评为“世界级特许经营商”



- 2015 年在《美国餐厅新闻》(Nation's Restaurant News) LSR/ 三明治系统销售额 100 强中排名第二



- 2015 年获美国第二大有限服务三明治连锁店殊荣。



A. 简介

现在就是投资 Arby's 的绝佳时机！Arby's 销售额超过行业水平，是炙手可热的人气品牌。我们供应手工制作的三明治、创新配菜和美味甜点，并拥有稳定强大的产品线。Arby's 令人激动的 Fast Crafted™ 定位已逐渐得到关注，我们还可为新餐厅和现有店面设计先进的新型“创意”建筑。

B. 资格要求

我们寻求与经验丰富的大型餐厅运营商/开发商合作，对方必须具备相应的资源/营运资本，能够在既定的地理区域内积极扩张业务。潜在合作伙伴应拥有当前可用的基础设施，并具备以下几方面的营运知识：

- 本地快餐市场格局
- 了解并且能够获得优质不动产/零售铺位
- 掌握现有供应链资源
- 理解品牌概念的价值
- 遵循久经考验的企业体制
- 致力于食品安全和品质保证

C. 卓越的支持

- 运营
- 营销
- 供应链/物流
- 设计和建造
- 开发

快餐特许经营情况 (截止 2016 年 3 月 4 日)

特许经营始于：1965 年

特许经营单位：2,331 个；393 家特许经营商

公司经营单位：1,007 个

投资区域：中国北部地区、大北京地区、大上海地区、中国南部地区、中国中部地区以及其他地区。

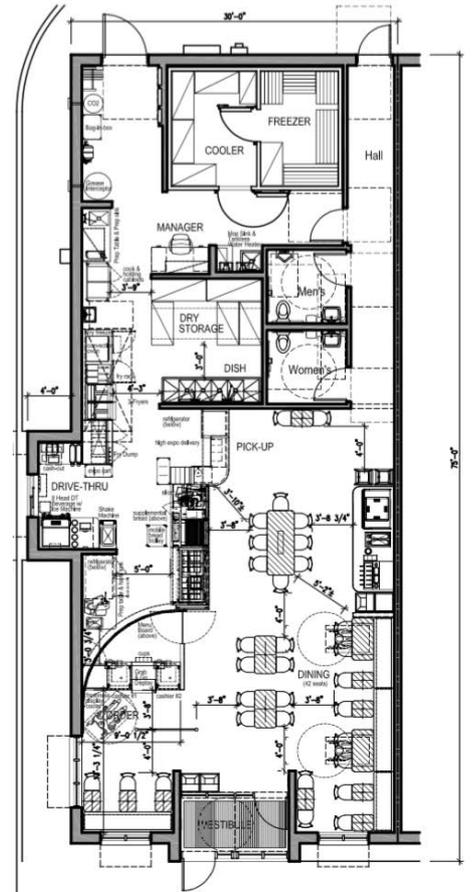


35 亿美元
全系统销售额

21 个连续
季度
获得同店销售增长
(截止 2015 年第 4 季度)

11 个连续
季度
销售额
超过行业水平

FAST
CRAFTED®
完美结合
快餐与休闲餐饮概念



“Arby's 再掀热潮”



联系人

Patrick Pons
国际发展部总经理

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(678) 514-4100
ppons@arbys.com

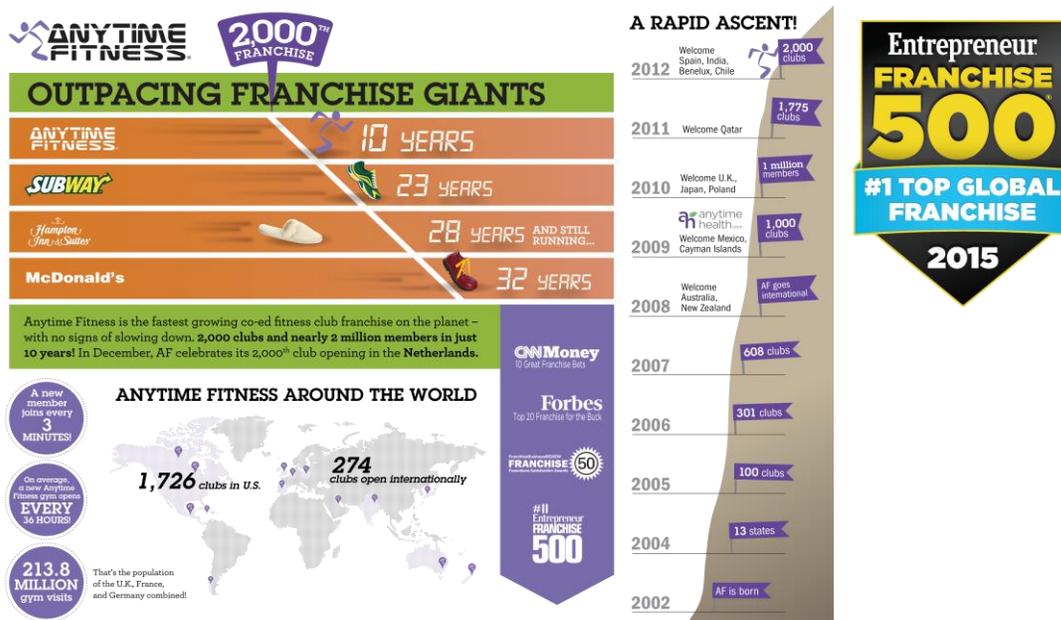
DISCOVERARBYS.COM



A. Brand Introduction

Anytime Fitness began its rise in the United States, in Hastings Minnesota in 2002 and this also marked the first year that Anytime Fitness went into franchising. Our sacred mission - to remove the barriers to a healthier lifestyle by operating convenient, comfortably affordable gyms in community areas, within walking distance of where people live, delivered by a team of passionate and personable professionals – we quickly become the number one gym brand in the world and the fastest growing co-ed fitness club franchise on the planet.

Anytime Fitness has recently been ranked No. 1 on *Entrepreneur* magazine’s annual Top Global Franchise list. Averaging more than 300 new gyms a year for each of the past 8 years, Anytime Fitness now has over 3,400+ franchised gyms – in fewer years (13) than it took other franchising legends like McDonald’s, Subway, 7-Eleven and Pizza Hut to reach that same milestone.



Anytime Fitness Asia threw open our doors with our first gym in Woodlands Singapore in October 2013 and we began franchising in Asia in 2014. Within 18 months we opened 25 gyms in Singapore and today, we have over 100 territories sold throughout the region and we were recently awarded FLAsia International Franchise of the Year, Asia One's Peoples Choice Award (2015) and SME of the Year (2015) in the Fitness Category and Fastest Growing Business of the Year (2015).

Anytime Fitness have a very clear and concise vision and sacred mission. We are on a global crusade to help all people get to a healthier place by providing conveniently located neighbourhood gyms with 24 hour access, staffed by passionate team members dedicated to offering a surprisingly personal experience for our members worldwide.

We achieved this by delivering on our promises of offering members:

- Access to well trained, informed, caring, dedicated and friendly brand ambassadors that are mutually accountable to deliver on a promise of wellness to our valued members
- Convenient access - operating 24 hour / 7 Day per week access - we never close
- One key that opens the door to over 2,400 Anytime Fitness gyms around the world (in fact, we open a new gym everyday)
- The best, brand new, state of the art fitness equipment in a comfortable and non-intimidating environment
- Personal Trainers who are well trained and fully certified.
- Specialized classes delivered by professional trainers that make it fun - including
- Yoga, Zumba, Les Mills and kids classes and much more
- A limited number of memberships so we won't overcrowd our gyms and therefore, we can get to know our members better – as we do the over 2,000,00 members that have joined Anytime Fitness - we aren't a big box, impersonal gym
- Impeccably clean and warm and inviting facilities that are micro-managed by a dedicated team with strongly held Anytime Fitness beliefs and values who will be situated within the gym
- Responsible community care approach with outreach programs that support and help a wider audience beyond our purple walls.

Our people and corporate culture are at the heart of everything we do and our stakeholders are the embodiment of our promise to our members, and keeping our promise throughout Asia is inextricably linked to the passionate commitment to excellence and continued professional growth of our team members. Our educational programs underpin this messaging and are designed to help franchisees to continue to inspire our members to get to a healthier place.

B. What kind of partners does Anytime Fitness seek

Anytime Fitness Asia are looking for franchisees to operate gym locations throughout Mainland China. Partners can operate one to as many as 10 or more gyms depending on their capacity to management prowess and their financial resources.

We are also looking for real estate partners and developers who may wish to have a gym facility in their properties.

Anytime Fitness are also wanting to collaborate with well connected partners to assist us and support us in our mission to proliferate, grow and scale throughout China.

Lastly, we will be establishing Anytime Fitness Universities and we are seeking government cooperation to support our HR and Learning and Development plans.

C. Partner Support to be provided

These are the foundations for everything we do.

WHY - Helping Real People Overcome the Barriers to a Healthier Life.

HOW - With Surprisingly Personable Staff

WHAT - Convenient Gyms & Fitness Tools

Our foundations are delivered and maintained using a rich tapestry of bespoke tools and learning and development programs that are mandated and administered throughout the world.

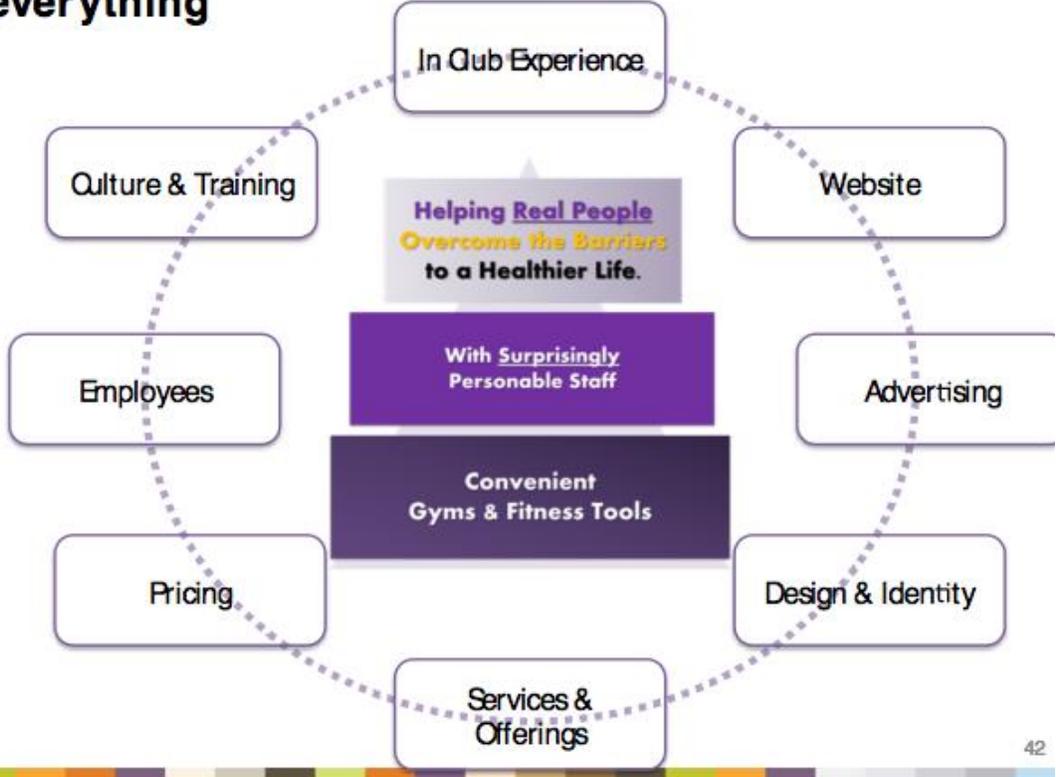
Working in hand with learning and development teams from around the world, Anytime Fitness have devised, produced and delivered extensive classroom training and in field coaching and audit programs using tailored materials to develop stakeholder knowledge competency, soft selling skills and leadership skills delivered on a regular and frequent basis.



Training Modules are provided verbatim and in script form and then the Modules are translated to the local dialect to ensure that the trainers deliver a consistent message across disparate markets.

Each new Module builds on the former and incorporates further in-depth material, allowing for varying levels of ability, complexity and development.

This becomes our organizing principles for everything



PLEASE ONBOARDING

Please Membership Onboarding	Behavior and Accountability Steps
<p>Personal – Create genuine human connections. Recognize and support the uniqueness of each person.</p>	<ol style="list-style-type: none"> 1. Treat each meeting as it is unique. (You may have answered these questions and toured many times. But, for them...it's their first time here.) 2. Learn their name and incorporate a unique feature into the exchange.
<p>Listen – Be fully present, respectful, and curious in every moment of communication. Talk less, listen more.</p>	<ol style="list-style-type: none"> 1. Engage in level 3 listening by noticing non-verbals. 2. Use open-ended questions/statements like, "Tell me more."
<p>Empathy – Show compassion and concern for each individual. Don't judge another's situation, instead show them you care.</p>	<ol style="list-style-type: none"> 1. Identify the emotion with which they are communicating (sad, happy, angry, hesitant, etc.). 2. Acknowledge the emotion verbally in conversation.
<p>Anticipate – Uncover and fulfill expressed and unexpressed needs. Delight everyone with proactive attention to their wants.</p>	<ol style="list-style-type: none"> 1. Identify their stated needs and provide answers/information. 2. Look for magic moments and capitalize.
<p>Sense of Urgency – Seize each opportunity to quickly respond to others. Thoughtfully reply within a business day to all questions and requests.</p>	<ol style="list-style-type: none"> 1. Respond to questions/comments within one business day at most. 2. Follow-up with prospect/member at a level of consistency appropriate to that specific individual.
<p>Encouragement – Provide an authentic dose of motivation in every encounter. Support a daily commitment to lifelong fitness.</p>	<ol style="list-style-type: none"> 1. Provide an authentic dose of motivation with each encounter. 2. Always schedule a follow-up for yourself. Club Hub note (ex. How did your surgery go?), Fitness Orientation, Personal Trainer appt.

Anytime Fitness have a robust support program for setting up franchises and acquiring supplies and equipment to open and operate gyms.

It begins with location, location and location - our in country Regional Agent partners source and secure the best possible site for our franchisees and we collaborate with our landlord partners and the franchisees to ensure the most competitive and appropriate lease terms and conditions.

Next, Anytime Fitness have a vendor program that vets, negotiates, on-boards, manages and supports our vendors and franchisees to provide everything from fit out to security to bookkeeping services to printing to furniture to gym equipment – basically, anything necessary to operate and run the gyms.

Anytime Fitness have well established system and service standards and protocols that evolve around our PLEASE standard model.

In additions, we measure and monitor the standards to ensure compliance. We deploy teams of mystery shoppers that test and analyze club performance on a quarterly basis and we employ a dedicated compliance team that conduct pre-opening and post opening compliance.

D. Brand Logos and Images







Don't know
SQUAT
about strength training?
You've come to the
RIGHT PLACE.

 **ANYTIME
FITNESS**
Get to a healthier place.



FLA
awards 2015
INTERNATIONAL FRANCHISOR
OF THE YEAR

OVERALL WINNER



一、品牌简介

2002 年, Anytime Fitness 缘起美国明尼苏达州黑斯廷斯。同年, Anytime Fitness 涉足特许经营业务。我们肩负神圣使命: 在社区和便利位置经营舒适、便捷和价格亲民的健身房, 由热情洋溢又风度翩翩的专业人士提供指导, 化解身心屏障, 拥抱健康生活。我们迅速成为全球首屈一指的健身房品牌, 也是全球发展最快的特许经营健身俱乐部。

Anytime Fitness 目前荣登《创业邦》杂志“全球顶尖特许经营名单”榜首。过去 8 年, Anytime Fitness 每年新增 300 家健身房, 目前共有 3,400 家特许经营健身房。与麦当劳、赛百味、7-Eleven 和必胜客相比, Anytime Fitness 用更少时间达到相同高度。



Anytime Fitness Asia 于 2013 年 10 月在新加坡兀兰开办亚洲首家健身房, 并于 2014 年在亚洲启动特许经营业务。短短 18 个月, 我们在新加坡开设了 25 家健身房。时至今日, 我们在全亚洲开设了 100 多家健身房。我们最近荣膺多项大奖, 其中有: FLAsia 年度国际特许经营奖、Asia One 大众热选奖 (2015)、健身行业年度中小企业奖 (2015) 和年度发展最快企业奖 (2015)。

Anytime Fitness 目标明确, 愿景纯粹并肩负神圣使命。我们不懈努力, 提供位置便利的 24 小时健身房, 热情洋溢的团队成员向全球会员提供惊喜不断的个人体验, 帮助所有人士活得更健康。

我们兑现承诺, 向会员提供:

- 与训练有素、消息灵通、关爱有加、专注专业、亲切友善的品牌大使沟通, 兑现承诺, 守护尊贵会员的健康
- 使用便捷, 我们全天候经营, 从不歇业
- 会员可使用全球 2,400 多家 Anytime Fitness 健身房 (我们每天都有新的健身房)

开业)

- 先进的健身设施全球首屈一指，环境舒适宜人
- 私人教练训练有素，全面认证。
- 专业教练开办专门课程，乐趣无穷，其中不乏
- 瑜伽、尊巴、莱美和儿童课程，令人应接不暇
- 会员数量有限，健身房不会人满为患，我们能更好了解会员。Anytime Fitness 闹中取静，贴心关怀，才会吸引 20 多万名会员
- 我们有专门团队秉持 Anytime Fitness 理念和价值观，依据健身房的具体情况，打造清洁、温馨和宜人的环境
- 我们对社区关爱有加，拓展项目令广大民众体验健康带来的快乐。

我们的员工和企业文化是我们所言所行的核心，我们的利益相关者也秉持对会员的承诺。我们在全亚洲所坚守的承诺，与卓越的热诚和专业团队的持续发展息息相关。我们的教育课程锦上添花，旨在帮助加盟商不断吸引会员前来。

二、理想合作伙伴

Anytime Fitness Asia 诚邀中国大陆地区健身房加盟商。合作伙伴凭借具体管理能力和资金实力，可经营一家或多家健身房。

我们还诚邀有意在其地产上修葺健身房设施的房地产合作伙伴和开发商。

Anytime Fitness 还有意与关系恒通的合作伙伴联手，在扩大中国业务过程中，向我们提供协助和支持。

我们最近正着手建立“Anytime Fitness 大学”，我们希望与政府展开合作，为我们的人力资源、学习和培养计划助一臂之力。

三、合作伙伴支持

以下是我们一切言行的基础。

原因 - 切实帮助会员克服障碍，重塑健康。

方式 - 凭借风度不凡的员工

媒介 - 便利的健身房和健身工具

我们凭借丰富的定制工具以及学习和培养课程，惠及全球员工，打下坚实基础。

Anytime Fitness 携手全球学习和培养团队，设计、制定和实施各种课堂培训、现场辅导

和审查项目，利用专门教材定期培养利益相关者的知识水平、推销技能和领导能力。



各种培训模块都配有文字教案，便于翻译成本地方言，尽力确保不同市场的教员能传递同样的健身理念。

培训模块推陈出新，愈发深入，契合在能力、难度和发展方面处于不同水平的员工。



Anytime Fitness 拥有完善的支持体系，满足加盟以及开设和运营健身房配套用品和设施

的需求。

我们在各国都有区域代理合作伙伴，为加盟商寻找和确定最佳开业场所。而且，我们与土地合作伙伴和加盟商协作，确保达成最具竞争力、也最妥帖的租房条款和细则。

其次，Anytime Fitness 的供应商机制，精于审核、协商、通过、管理和支持供应商和加盟商。其办妥一切相关事务，从保证记账服务、打印、家具到健身房设备的安全，提供一切基本服务，令健身房得以顺畅运营。

Anytime Fitness 拥有完善的系统和服务标准和协议，令“满意”标准模型日趋成熟。

此外，我们评估和监督相关标准，确保各项事务符合规定。我们委派神秘顾客团队，每季度检测和分析健身俱乐部的绩效。而且，我们部署专门合规团队，负责健身房开设前后的合规问题。

四、品牌徽标和形象





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SQUAT

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