

Franchise Capital Requirements

Traditional Restaurants

General Breakdown for:	Lower Cost	Moderate Cost	Higher Cost	Method/When due
Initial Franchise Fee	€7,500 or €10,000*	€7,500 or €10,000*	€7,500 or €10,000*	Lump sum upon signing Franchise Agreement
Real Property	2,500	8,000	16,000	Lump sum upon signing intent to Sublease
Leasehold Improvements	25,000	43,300	69,000	As incurred Pro rata during construction
Equipment	30,800	53,025	69,390	Lump sum before equipment is ordered
Security System (Not including monitoring costs)	1,900	3,400	5,400	Lump sum when you place order
Freight Charges (Varies by location)	2,900	3,600	4,500	Lump sum when you place order or upon delivery
Outside Signs	3,000	4,400	6,000	Lump sum when you place order
Opening Inventory	3,450	4,625	5,725	Lump sum within one week of opening
Insurance	1,000	1,400	1,700	As incurred before opening
Supplies	1,000	1,675	2,525	As incurred before opening
Training Expenses (Including travel and lodging)	2,600	3,300	4,000	As incurred during training
Legal & Accounting	1,500	1,500	2,500	Lump sum before opening
Opening Advertisement	1,500	2,500	4,000	Lump sum around opening
Miscellaneous Expenses (Business licenses, utility deposits, small equip. & surplus capital)	2,000	4,000	6,500	As incurred As required
Additional Funds 3 months	6,000	12,000	16,500	Lump sum as required
Estimated Total Investment	€92,650 or €95,150	€154,225 or €156,725	€221,240 or €223,740	

*Iceland, Gibraltar, Ireland, Finland, Germany, Luxembourg, Sweden and the Netherlands have an Initial Franchise Fee of €10,000.

We and our affiliates have recently unveiled a new restaurant décor design, "Fresh Forward", and you may be required to build-out your restaurant in accordance with this new décor design, if the décor is required in your country. Contact your Country Director or local Development Agent for information regarding whether the Fresh Forward décor is required in your country. We estimate that the additional costs to build out a traditional location in accordance with the Fresh Forward décor will be €28,000 to €56,000. You are solely responsible for these costs. This estimate does not include costs to ship required décor elements from the United States which could be substantial. We are currently in the process of assessing costs to build-out a non-traditional location in accordance with the Fresh Forward décor, but as we are in the initial stages of this process, costs cannot be estimated at this time. We anticipate that these costs will be higher than those indicated in the chart above but lower than the additional costs incurred in connection with the build-out of a traditional location in accordance with the Fresh Forward décor. Costs may also vary by region. We are also in the process of assessing costs to build out a freestanding traditional location with a drive thru. We anticipate that those costs will be substantially higher than those indicated for a traditional location in the chart. In the future, the Fresh Forward décor may become required for all new and existing restaurants, including relocations and you will have additional investment costs.