



EXCELLENCE. DEDICATION. INNOVATION.

THESE THREE PRINCIPLES HAVE MADE MTY FOOD GROUP INC. ONE OF THE LARGEST FRANCHISORS IN CANADA'S RESTAURANT INDUSTRY. MTY GROUP IS A FAMILY WHOSE HEART BEATS TO THE RHYTHM OF ITS BRANDS, THE VERY SOUL OF ITS MULTI-BRANDED STRATEGY. FOR OVER 35 YEARS, IT HAS BEEN INCREASING ITS PRESENCE BY DELIVERING NEW CONCEPTS IN QUICK-SERVICE RESTAURANTS AND MAKING ACQUISITIONS AND STRATEGIC ALLIANCES THAT HAVE ALLOWED MTY GROUP TO REACH NEW HEIGHTS YEAR AFTER YEAR. BY COMBINING NEW TRENDS WITH OPERATIONAL KNOW-HOW, THE BRANDS FORMING THE MTY GROUP NOW TOUCH THE LIVES OF MILLIONS OF PEOPLE EVERY YEAR. WITH OVER 7000 LOCATIONS WORLDWIDE AND THE MULTITUDE OF FLAVOURS OF ITS MANY BRANDS, MTY IS ABLE TO SATISFY THE DIFFERENT TASTES AND NEEDS OF CUSTOMERS EVERY DAY.

MTY GROUP (WWW.MTYGROUP.COM) IS A PUBLICLY TRADED COMPANY WHICH TRADES ON THE TORONTO STOCK EXCHANGE UNDER THE SYMBOL MTY. (TSX:MTY).

LOCATIONS & SEARCH CRITERIA

THE TYPICAL SIZE OF A SOUTH ST. BURGER IS 1300-1500 SQ. FT. FOOD COURT SIZE IS 400-500 SQ. FT.

THEY ARE USUALLY LOCATED IN HIGHLY VISIBLE LOCATIONS ON STREETS WITH STRONG PEDESTRIAN AND VEHICLE TRAFFIC

THEY ARE CLOSE TO LIGHT INDUSTRY, RETAIL AND RESIDENTIAL, PROXIMATE TO MAJOR ANCHOR TENANTS (HOME DEPOT, LCBO, STARBUCKS, THEATRES)

CONCEPT OVERVIEW

IN 2005, THE SOUTH ST. STORY BEGAN IN TORONTO WHERE WE FIRST OPENED OUR DOORS. THEN, AS NOW, OUR PRIMARY FOCUS IS TO PROCURE, PREPARE AND SELL THE BEST PRODUCT AVAILABLE. PERIOD. THAT MEANS CONSTANTLY SEARCHING FOR NEW WAYS TO IMPROVE OUR PRODUCT AND SERVICE. OUR PHILOSOPHY HAS ALWAYS BEEN, "IF THERE IS ANYTHING WE CAN DO TO MAKE OUR PRODUCT BETTER THAN IT IS NOW, WE WILL". EVERYTHING FROM USING BEEF RAISED WITHOUT THE USE OF ADDED HORMONES AND ANTIBIOTICS TO FRESH CUT FRIES AND MILKSHAKES. WITH THE FRENCH FRIES AND HAMBURGERS BEING THE #1 AND #2 FOODS PURCHASED OUTSIDE THE HOME IN CANADA, WE NEED TO MAKE SURE THAT OUR BURGERS ARE JUICY, OUR FRIES ARE CRISPY AND OUR GUESTS ARE HAPPY.





TRAINING

FRANCHISEES WILL BE GIVEN 1 WEEK OF TRAINING AT THE ACCLAIMED MTY UNIVERSITY, 4 WEEKS OF TRAINING AT ONE OF OUR EXISTING STORES, AS WELL AS 2-3 WEEKS OF TRAINING AT YOUR LOCATION. OUR TRAINERS ARE ALWAYS AVAILABLE TO HELP YOU GAIN BETTER EFFICIENCY AND TO REVIEW PROCEDURES WITH YOUR STAFF.

SUPPORT

OUR FRANCHISEES BENEFIT FROM DIRECT ACCESS TO OUR HEAD OFFICE TEAM, AS WELL AS THE RESOURCES OF THE MANY AGENCY AND SUPPLIER RELATIONSHIPS WE'VE BUILT.

- **COMPLETE HANDS-ON PRE-OPENING & CONTINUED SUPPORT POST-OPENING**
- **NATIONAL AND LOCAL STORE MARKETING & SUPPORT**
- **VARIED & PROPRIETARY MENU OFFERINGS & DISTINCTIVE BEVERAGE SELECTIONS**
- **SIMPLE, FOCUSED MENU DESIGN TAILORED TO INCREASE CHEQUE AND UPSELL**



STANDARD COST & FEES

TOTAL INVESTMENT RANGE*: \$450,000 - \$650,000	ONGOING ROYALTY PAYMENT: 6%
CAPITAL REQUIRED: 120K TO 150K LIQUID CASH, 300K IN EQUITY.	ADVERTISING FEE: 3%
FRANCHISE FEE: \$40,000	TERM OF AGREEMENT: 10 YEAR TERM
<i>*MAY VARY DEPENDING ON THE LOCATION, THE SIZE AND THE SITE CONDITIONS</i>	

FOR MORE INFORMATION CONTACT:

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