Subway® Franchise Opportunities Hong Kong & Macau



Subway Brand Introduction

- Founded in 1965 in the USA
- Number 1 QSR in the world*
 - √ 43,500+ Restaurants
 - √ 110+ Countries
- Listed in Top 100 Brands by Forbes
- Franchise Model since 1972
- **4100+** Restaurants in the Asia Pacific region





Global Brand Initiatives 2019

Management & Re-investment



- New Senior Management
- Re-invested \$250 million USD
- Major brand transformation

Fresh Forward Decor



- Innovative yet honors tradition
 - Fresh and futuristic facade
 - Digital & Convenient

Menu Innovation



- Taste made Partnership
- Consumer listening Subway listens
- Regionalizing Menu Innovation



Hong Kong & Macau Initiatives 2019

Menu Innovation



- Restore the core, enhanced menu
 - Frequent Limited Time offers
- Hong Kong Specific sides & snacks

Development



- 150+ restaurants in 10 years
- Increase multi-unit ownership
- · Optimize towards profitability

Operational Excellence



- Customer centric culture
- Passionate, engaged operators
 - Hygiene and Cleanliness



Hong Kong & Macau Development Office

- **5** Established in 2007
- Over 40 years of Subway Experience
- Develop the market:
 - ✓ Review and approve potential franchisees
 - ✓ Plan, strategize and assist franchisees in obtaining good restaurant locations
- Up-hold excellent operational standards
- Guide and support franchisees in marketing & operational needs



The Independent Purchasing Company Asia Pacific (IPCA)

- An independent organization dedicated to the purchasing and distribution of Subway® restaurants' supplies
- Dedicated to providing superior returns to Subway® Franchisees
- Ensures that all products and suppliers meet the strict criteria required by the Subway® brand (Code of conduct etc.)
- For more information visit https://www.ipca.biz/



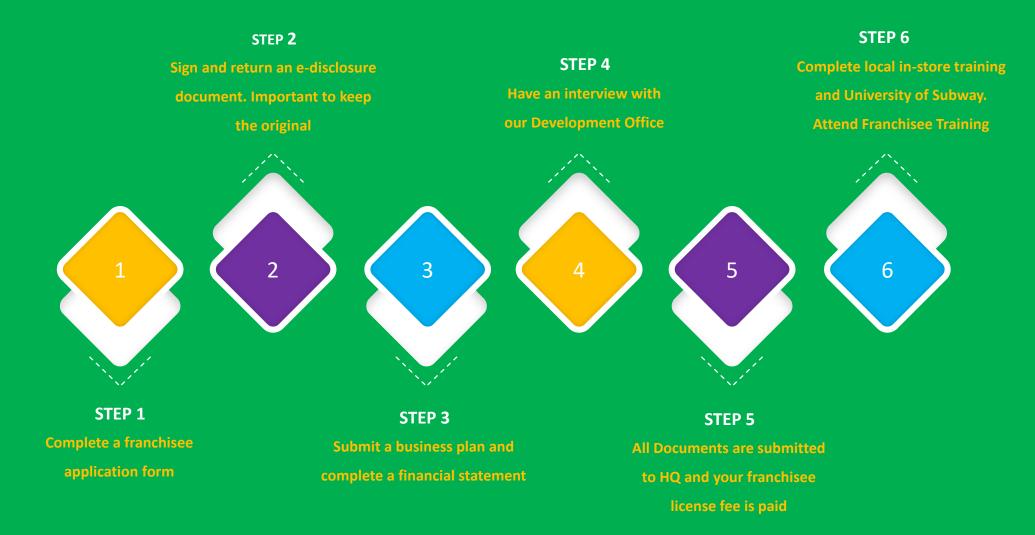
Subway Franchise Basic Information

- NO Food & Beverage experience required
- Comprehensive Training provided
 - √ 40 hours in-store training
 - ✓ 2-week compulsory franchisee training (USA or AUS)
 - ✓ Centralized training store for further hands-on training for franchisees and staff
 - ✓ Online Resources, Weekly Newsletters & Email Updates
- Lower initial investment* & Simple Operations (no cooking)
- On-going support from Development Office
- Costs from Sales:
 - √ 8% Royalty
 - √ 4.5% Advertising
 - -National Spend decided by Local Franchisee Advertising board (FAF)



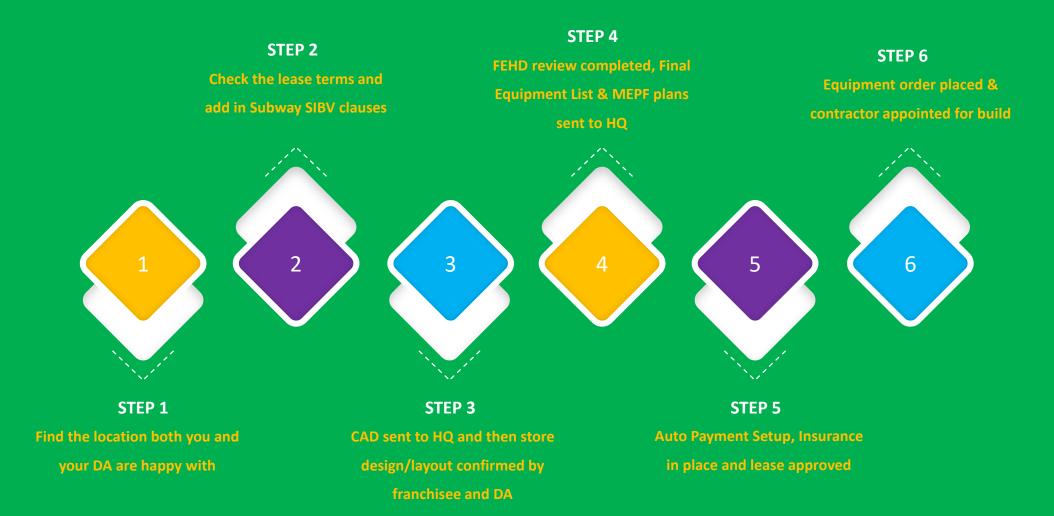
^{*}Compared to other top QSR chains, Subway has significantly low initial investment

Steps to becoming a franchisee





Opening your Subway restaurant





Franchise Training, Support & Resources

Online Resources



- SubTube educational videos
- University of Subway courses
 - Learn at your own pace

Local Training



- 40 hours in-store guided training
- Training store for best-practice
- Field Consultants (BDA Office)

Franchisee Training



- 2 weeks in either USA or AUS
 - World Class Trainers
- Covers all aspects of the business



Restaurant design, décor & equipment

- We Provide for you:
 - Custom Floor Plans
 - Requests price list & order of Equipment, décor & materials
 - Access to experienced contractors for store build
- Brand Guidelines and Proven layout
- Customized to individual locations
- NO background in restaurant design or build needed
- Access to IPCA supply chain means better:
 - Quality Materials
 - Competitive pricing
 - Local repair company for repair & maintenance



HOLLYWOOD ROAD

CITY UNIVERSITY







SHEUNG WAN

360 NGONG PING







MELBOURNE PLAZA

LAI CHI KOK









MACAU UNIVERSITY

TAIPA. MACAU







Start with the Franchisee Application

- Simple 2 page document asking for:
 - Basic Personal Information
 - Basic Financial Information
 - Educational Background
- NO strings attached
- Allows the disclosure document to be issued
- Complete yours today at subway.com/apply



Contact us Today!

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Own your future, now!

