

Subway® Franchise Opportunities

Hong Kong & Macau

SUBWAY Development Office

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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

*Subway is no.1 QSR chain by restaurant count

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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

- ⌘ 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

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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

Fresh Forward in Hong Kong & Macau

HOLLYWOOD ROAD

CITY UNIVERSITY



Fresh Forward in Hong Kong & Macau

SHEUNG WAN

360 NGONG PING



Fresh Forward in Hong Kong & Macau

MELBOURNE PLAZA

LAI CHI KOK



Fresh Forward in Hong Kong & Macau

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!