



The Last Honest Pizza.®

International Market Profile

- Developing and developed markets on an area and country level
- A variety of income levels with a desire to eat out or for high quality take out
- Appreciation for Western name brands and professional standards
- Seeking premium quality in the menu offering and food quality
- Franchise-friendly environment

International Area Licensee Profile

- Strong, marketing oriented company or group, involved in a food related business
- Access to real estate and prior or current retail or hospitality development experience
- Understands the value of new branded concepts combined with a proven business system
- Willingness to take on a venture requiring an intensive full time focus on restaurant development, marketing and operations
- Initial available capital to invest of US\$600,000-1,500,000 in year one of operations
- Must possess a thorough knowledge of the local marketplace, be well placed in the community and have the ability to staff with the expertise to assure a smooth transfer of the systems to be successful
- Experience as a restaurant developer and/or operator preferred
- Knowledge of and/or access to supply chain resources

Area Licensee Candidate Company Profile

- Successful multi-brand licensing groups
- Franchisors or Area Licensees with experience in the food sector
- Successful companies and groups particularly from these sectors
 - Food service sector; retailing and other service related businesses
 - Real estate and property development and management businesses
 - Developers and operators of shopping malls and retail centers
 - Food, beverage and distribution related businesses