



**Franchisee
Information**

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Commercial Proposal

Commercial Proposal

Brand Overview

My Culture is the new fast food proposition offering consumers the choice of fast, healthy and fresh yoghurt based food. My Culture has expanded the existent yoghurt bar concept to a wider range of products and services.

My Culture products are designed to deliver positive effects on your health. The brand concept is developed to help you achieve a balance between fun and great health. It is easy to refresh and replenish your body with the valuable benefits contained in our range of products.

Our products are preferred by those looking to maintain a healthy digestive system and a healthy energy level. We deliver a nutritious kick of vitamins, minerals, protein, and carbohydrates. My Culture great tasting products with exciting texture combinations are made fresh with ingredients of the highest quality.

We bring under one roof a variety of health products to create a unique shopping experience for everyone interested to improve their luck for greater health. Such as frozen yoghurt, soft scoop yoghurt, yoghurt dressed soups and salads, yoghurt sushi, fresh fruit and vegetables accompanied by yoghurt, pastries and power pots infused with yoghurt, yoghurt smoothies and shakes, etc.

Note that the products discussed are not intended to diagnose, mitigate, treat, cure or prevent a specific disease or class of disease. You should consult your family doctor if you're are experiencing a medical problem.



Commercial Proposal

Benefits of My Culture yoghurt

My Culture yoghurt is a low calorie, nutrient packed food. It is a great way to start out your day. A high protein breakfast, such as a cup of yoghurt and fruit or a yoghurt smoothie can boost your energy levels and keep you going all day. When you need a midday snack the protein in yoghurt is good for curbing your appetite and giving you a satisfied full feeling, not to mention that yoghurt tastes ten times better than junk food!

My Culture yoghurt is a yummy way to add more calcium, protein, phosphorus and potassium to your diet. Did you know that a cup of yoghurt has as much calcium as a banana?! You are also getting riboflavin-vitamin B2, vitamin B12, pantothenic acid-vitamin B5, iodine, molybdenum and zinc. All vital nutrients! But an even greater benefit in My Culture yoghurt is it's live bacteria.

My Culture probiotic and prebiotic yoghurt contains the significant amount of live and active cultures. It is also the freshest you could find. Therefore, the "friendly" bacteria stays active for longer and is rather more beneficial.

It might seem horrible to know that you are eating millions of live organisms, but those little guys are super food for you and extremely beneficial to your body. A healthy level of good bacteria can establish intestinal flora to prevent imbalances in the body's yeast levels. It also promotes digestive health and boost the immune system.



Commercial Proposal

Probiotics and prebiotic in My Culture yoghurt helps to prevent conditions such as: cancer, inflammatory bowel disease, lactose intolerance, diarrhea and constipation, urinary tract infections, vaginal infections, candida.

Strategic Brand Development

My Culture is a new venture but we are already in the middle of an extensive delivery of it to the market. Due to the experience of our management team, we believe that there are strong economical returns in this market.

Our objectives are:

- to create a global successful network of people who will disseminate My Culture health concept;
- to provide high-quality products and cause for our customers, improving the quality of life and contributing to international society.



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Franchise Opportunity

We are looking to build a strong franchise family, partnering with experienced motivated businesspeople.

The My Culture franchise is offered for the whole country or individual cities.

My Culture franchise criteria: we are seeking Area Developers with local area knowledge in the region of Russian Federation, CIS, Central Asia and EU, who have proven executive leadership skills, sufficient net worth and ability to develop multiple stores.

My Culture offers flexible store build out: traditional, non traditional, kiosk, cinema, tube and railway stations, health clubs and mobile unit with sizes varying from 10 sq m and up to 40 sq m.



Commercial Proposal

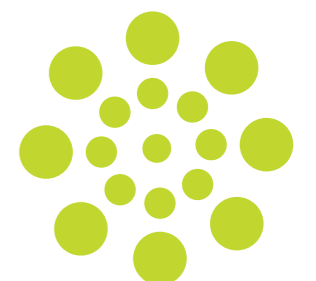
Capital Requirements:

MFA franchise fee	Subject to region	from £30,000 up to £300,000
Individual franchise fee	Subject to region	from £10,000 up to £30,000
Basic franchise fee		up to 20 years
Royalties	Subject to contract	3%
Store set up costs	Subject to size	from £30,000 to £300,000
No. of stores to open	Subject to contract	

Note that VAT will be applicable to any figures quoted

My Culture will provide you with all the following help, information and support:

- Site Evaluation
- Innovative Store Design
- Comprehensive Training
- Point of Sale Support
- Display, Product & Pricing Strategies
- Inventory & Control System
- International Advertising/ Marketing Assistance
- Quality Control



Commercial Proposal

How to get started

First, complete our Confidential Franchise Application Form and submit to:

MY Culture Yogurt UK Ltd
Oxford Business Park North
7200 The Quorum, Suite 105
Garsington Road, Oxford
OX4 2 JZ
United Kingdom

or alternatively e-mail it to **info@myculture.us**

Upon receipt of your Franchise Application, your personal and financial information will be reviewed. Our Franchise Manager will then contact you to furnish you with further details on the selection process and arrange for a presentation. You will then be required to visit our corporate office in United Kingdom or Ireland. This will give you the opportunity to tour our stores and experience My Culture first-hand.





Franchise Background

Franchise Background

1. Franchise Set-up

A My Culture franchise is generally granted for the whole country or city. However, single and multiple store franchises may also be considered.

2. Duration of Agreement

The basic term for a Master Franchise Agreement (MFA) or multi-store franchise is up to 20 years. The potential franchisee then develops the territory on the agreed number of stores set forth in a Development Schedule within this allocated time frame. Prior to each store being set up, a separate Unit Franchise Agreement (UFA) will be signed for each of the store respectively. The basic term for these franchise agreements is up to 20 years.

3. Franchise Fee and Royalties

The franchise fee is subject to the region.

The Royalties for each My Culture store is 3% of gross sales monthly.





Frequently
asked
questions

FAQ

4. How much would I need to invest in a My Culture franchise?

Your minimum initial cash investment, in most cases, is subject to the stipulated franchise fee. This is dependant on your ability to obtain the necessary financing based on your available collateral and credit history.

The capital requirement for a My Culture franchise, inclusive of initial opening inventory based on several factors, such as physical size and current conditions of the premises and the area, is approximately £50,000 - £300,000.

5. What floor area space is suitable for the store?

My Culture store sizes fall into a few broad categories:

- a. 10 sq m
- b. 15 sq m
- c. 20 sq m
- d. 25 sq m
- e. 30 sq m
- f. 35 sq m
- g. 40 sq m



FAQ

6. May I find my own location?

Yes, it is your responsibility to locate a prime location and conduct a site analysis on the demographics, traffic counts and visibility criteria. A My Culture representative will advise and assist you in the process, which leads to the approval or disapproval of the identified site.

7. What store design assistance will I receive?

We work with architects and designers to create detailed and functional building plans, product display counters and store designs that are another integral part of My Culture's uniqueness. Each store features a carefully coordinated interior décor to provide a warm, pleasant and inviting ambiance.

8. What experience do I need to operate My Culture store?

The primary considerations are financial stability and capability, enthusiasm combined with a good work ethic and the desire to excel. The character and motivation of the franchisee is considered more critical to the performance of the business than previous retail or business experience, as our extensive training program and store assistance will prepare you to operate a My Culture store.



FAQ

9. Do My Culture stores require franchisees to be actively involved in operating them?

Yes. One of the criteria before awarding the franchise rights to a successful franchisee is that the stores must be owner operated. My Culture require and respond to the personal input and attention of the owner. It is very important that the franchisee becomes personally involved in all aspects of the business. You can expect to work many long hours, especially in the start-up stage. You should be willing and capable of performing sales, promotions, and other functions that are required on a daily basis. The demands on you personally can be minimized by your ability to attract, motivate and retain capable employees.

10. What form of training is provided?

My Culture provides two training programs for management and franchisees. Training takes place whether in our corporate office or after the store has been set up by the franchisee with hands-on experience. Upon your completion you will receive our confidential Operation Manual.

i) Executive Orientation

A course which is offered to all franchisees, and their partners who would not be involved in the day-to-day operations of the store but who wish to be oriented into the standards and requirements of a My Culture store franchise.

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FAQ

ii) Store Management Training

A mandatory training program on the concept and standards of operations expected in each store, which also incorporates Management skills classroom training for Store Management.

11. Do I receive assistance in opening my business?

Yes. In addition to management training, My Culture provides an opening training team to assist in the initial training of store staff for each opening. Size of team and duration of stay is based on the number of stores to be opened by the franchisee.

12. What form of continuing guidance will I receive?

First of all, you will receive the My Culture Operations Manual covering the many important facets of your business operation. As the manuals are updated, revisions will be made available to you. You will receive periodic bulletins containing useful management tips and information. There will be scheduled visitations by My Culture representatives who may consult with you and offer you useful advice and counsel information on advertising, promotions, training, communication, and any other ongoing business information you may require from time to time. Direct communications are made available for any enquiries pertaining to operations.



FAQ

13. What about advertising?

Building recognition of the brand name and unique concept is an essential ongoing objective that benefits your franchise. For this purpose, each franchisee participates in our Advertising and Promotional Program funded by a monthly contribution of 3% of gross sales. This includes the development cost for design and production of our brochures, distribution of press releases to the media, production of promotional literature, point of purchase displays, etc. This excludes the cost of the material and advertisement.

14. Are the products competitively priced?

Yes. By capitalizing on the bulk purchasing power of My Culture, all the products are priced at the minimal for better margins.

15. What products MUST be purchased by My Culture franchisee?

An approved product list is available in your My Culture Operations Manual. All proprietary products are exclusively procured from My Culture and the amount is determined by the size of the store. Approval must be obtained from My Culture in the case of local substitutes, to ensure consistency in quality and variety from store to store.



FAQ

16. Do I receive guidance on the purchase of inventory and supplies?

Yes. Our Purchasing & Procurement Department evaluates suppliers based on their ability to provide products that are equal to or exceed our specifications for high quality standards, sufficient volume and the lowest competitive prices.

17. Does My Culture have inventory control forms and business aids I can use?

Yes. We have designed a complete administrative package through the approve POS software for the front end and the back end office, which includes inventory control, sales reporting, accounting, and other business aids vital towards managing an efficient operation.

18. Who decides what prices will be charged for the products?

You do. However, we will provide you with a recommended guide, which will give you pricing suggestions based on our costing analysis and competitive market comparisons.



FAQ

19. How long will it take to open My Culture store?

After signing the Master Franchise Agreement (MFA), that depends on a number of factors, including selection of a desirable location and approval of relevant permits, licenses, etc by the approving authorities. You should be able to arrange financing, complete training, and have fit-out completed within 60-90 days.

20. Can I sell my My Culture store franchise?

Yes. Like any other business it may be sold to a buyer approved by the franchisor. However, the franchisor has the right of first refusal.

21. Is the franchisee required to purchase yogurt, food and supply items from My Culture directly?

No. However, in order to maintain the reputation, goodwill, high standards, quality and uniformity of the My Culture System, all Franchisees must purchase certain yogurt products, construction and decorating materials, fixtures, equipment, furniture, supplies, inventory and signs directly from My Culture or My Culture's approved suppliers and in accordance with the specifications and guidelines issued by My Culture. My Culture considers these specifications and/or standards to be of critical importance to the success of its proprietary operating System and brand, and therefore requires that each Franchisee deal only with suppliers that have been designated or approved by My Culture Head Office.



FAQ

22. How much money can a franchisee expect to earn?

Please be advised that your actual earnings depends on a number of variables including: location, your personal ability to hire, train and motivate employees, the amount of time you will personally devote to your business and competitive factors. Ultimately, however, you are starting a new business and there are business risks. While we will attempt to minimize the business risks, we can not represent or guarantee that any performance measures will be attained.

My Culture Head Office does not provide an estimate for the annual operating costs for the franchise nor does it provide a statement of earnings projections. My Culture Head Office does, based on historically compiled numbers, furnish general pro forma financial information to prospective Franchisees from time to time, and may, for the guidance and assistance of prospective Franchisees, furnish location-specific pro forma financial information which is provided to the prospective Franchisee for the use of the prospective Franchisee and its professional advisors and bankers in developing the prospective Franchisee's own pro forma financial information, including, but not limited to, earnings and cash flow forecasts and/or projections in respect of the particular My Culture premises which the prospective Franchisee is considering as an investment.



FAQ

23. What will My Culture provide in the way of support to me?

Site Selection:

The typical My Culture location will range in size from 180 – 300 square feet, and is generally located in a major enclosed mall. Street fronts would range from 500 – 1,500 square feet and would only be seriously considered in conducive climates. My Culture selects the location, negotiates the terms, enters into a lease with the landlord and subsequently enters into a sublease with the franchisee for a specific location upon the terms and conditions of the prime lease.

Construction:

My Culture will design, do the layout, construct and equip the store on behalf of the Franchisee. The Franchisee is given a turnkey operation. The Franchisee will assume the total cost of the constructing the store. Interim payments are requested from the Franchisee as the construction proceeds towards completion. The balance of funds for the completed store must be paid before possession can be complete by the Franchisee.

(Contd.)



FAQ

Before and after opening training/assistance:

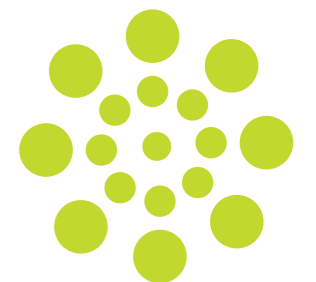
While the store is being built the Franchisee receives a one week training course in Ireland, in the operation, accounting and marketing aspect of the business. Operations Manuals Marketing and Advertising Manual and all the necessary forms will be supplied, during this course. A My Culture Director of Operations will support you in the set-up of the store, assist and stay with you during the first few days of opening week of your store, to ensure a smooth and successful inauguration.

Ongoing assistance:

A My Culture Field Representative will visit your store on a regular basis to offer assistance, to review your operation and to monitor your compliance with our System. The Franchisee is always free to call My Culture Head Office and/or email My Culture Head Office for any assistance required.

24. Can a franchisee own more than one store?

Yes, provided that the Franchisee has demonstrated to the satisfaction of My Culture that he/she is financially capable and can properly manage more than one store and that there will be a dedicated owner/operator at the store. Please understand that My Culture will not make any prior commitment to a Franchisee in this regard, and any opportunity for multiple stores is a function of performance at the Franchisee's existing location over a reasonable period of time.





**Thank
YOU!**