

*Singapore, Malaysia
Indonesia

the
OFFICIAL

FRANCHISE KIT

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BE IRRESISTABLE

We Create Happiness

Thanks for your interest in joining the Charlie Brown Cafe Franchisee family. This Franchise Kit provides you with an overview of the information you will need to become a Charlie Brown Cafe Franchisee in Singapore, Malaysia and Indonesia region.

At Charlie Brown Cafe, our motto is "Because a part of your will always be a child". It refers not only to our world-famous treats but also our philosophy. We all need a little celebration and joys. Charlie Brown Cafe provides a casual and pleasant American dining experiences within a themed park ambient with Peanuts family.

More than 30 Operators and franchisees in more than 5 countries had been delivering Peanuts happiness along with our western meals and speciality blended beverages.

As we promote Charlie Brown Café brand through multiple venue types, we continue to gain even more fans. You can now find full and co-branded Peanuts and Charlie Brown café and eatery in diverse locations, such as malls and airports. We accomplished this by assembling a team of experts in real estate, operations, marketing development, training and more.

All of our supports, as well as the resources that come from being part of Peanuts brands, create opportunities for the brand's growth and for our existing and potential new Franchisees.

All the best, David F. Director, Franchise Development
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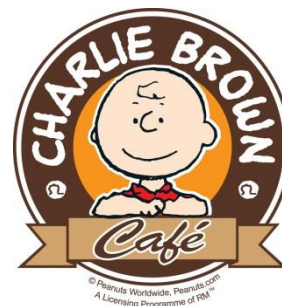


The Charlie Brown Cafe

Peanuts is a daily and Sunday American comic strip written and illustrated by Charles M. Schulz, which ran from October 2, 1950, to February 13, 2000, continuing in reruns afterward. The strip is one of the most popular and influential in the history of comic strips, with 17,897 strips published in all, making it "arguably the longest story ever told by one human being".

Leveraging with Peanuts, Charlie Brown Café Singapore experience had grown to delicious new heights since 2009. Not only we have been certified Halal, we've also expanded our menu in new ways for our Guests to enjoy irresistible casual and pleasant dining pleasure that only we can provide. Our customers can now find a variety of experiences to choose from, including signature lava cakes and blended drinks, not to mention our well established main courses.

As a member of Global brand group, Charlie Brown Café had truly capitalized on its outstanding brand recognition and customer loyalty to expand its brand beyond the wall of the mall. Through multichannel product expansion, new business ventures and marketing partnerships, more people are being introduced to the Charlie Brown Café than ever before. In a world of passing fads, a themed-park liked casual dining experiences had become a classic reward, one of life's greatest pleasures, and the core of a world-famous café operator

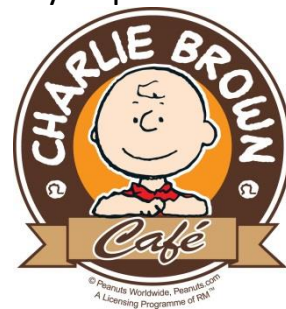


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Steps to Join Us

- 1 Complete the Charlie Brown Café Request for consideration forms**
- 2 Introductory call with Charlie Brown Café director of development**
In an initial interview, we discuss qualification requirements, financial and operational, and whether you can create one of American's greatest treats. We answer all your questions as best we can, we discuss specified qualification requirements, an overview of the process and available opportunities.
- 3 Receive Charlie Brown Café franchising disclosure document**
Our Franchise disclosure document explains the franchise opportunity in details and includes a copy of the franchise agreement you'll be signing. Our sales director then thoroughly reviews the agreement with you
- 4 Submit Application for Approval and complete due diligence.** your application is being processed and reviewed by the approval committee, you complete your research. This includes discussion with current franchisees, generating and formulating your business plan. Once you've been approved, your franchise agreements will be sent to you.
- 5 The magic begins!** When the agreement is signed, received and countersigned and all fees are paid. You become an official Charlie Brown Café franchisee. This is when we really get to work. Our development, training, marketing and operations teams help you to construct and open your café as efficiently and smoothly as possible

Welcome Aboard!



Investment

Successful Charlie Brown Café franchisees are highly motivated, experienced in Café and retail management and passionate about serving high-quality dining experiences

FULL CAFÉ FINANCIALS:

Initial Franchise Fees

\$20,000

Estimated Total Investment

\$100,000 to \$300,000

Net Worth

\$300,000

Cash Liquidity

\$100,000

Royalty 8%.

Advertising Contributions: 3%



FAQ

Do I need previous Café or franchising experience to become a Charlie Brown Café franchisee?

While we do prefer you do have previous experience, it is not required. Franchisee candidates without sufficient restaurant experience will be required to successfully complete our internship program, which is a three-days, unpaid evaluation program where you will receive hands-on culinary and operation training.

What type of training will I receive as a new Charlie brown Café franchisee?

Manager-in-training program: 12 days of classroom and culinary training

Grand Opening Support: The Franchise Business Consultant and a member of the training department will conduct the café opening, along with the franchisee. A follow-up support visit will take place after the grand opening.

Kitchen and bakery will be equipped with job aid manual and crew training manuals for core menu items as well as promotional items throughout the year

Does Charlie Brown Café offer financing?

No. We do not provide financing; however, we do have relationship with third-party vendors and a variety of PIC and Government agent (Singapore) who will assist you in obtaining the financing and grants you will need.

How soon can I expect my Charlie Brown Café franchise to open

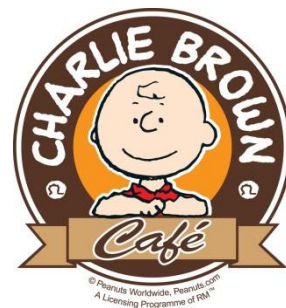
It varies based on café size, as well as location

Where are Charlie Brown Café franchises generally located

High-traffic locations, such as malls, airports and recreational areas.

Will I receive guidance on purchasing equipment and supplies?

Yes, Charlie Brown Café had a preferred vendor program that covers all aspects of opening your Café franchise.



Why Charlie Brown Café?

There's no other themed park café brand that can compare to Charlie Brown Café's recognition, irresistible menu items, pleasant and cozy dining ambient and Guest loyalty.

We have a diverse menu and an excellent team of trained service crews that keeps fans coming back for an indulgent moments with Peanuts families.

Our flexible concept can maximize sales and return on investment. Be the first halal certified family café in the region where our social networking network had already had almost 100,000 fans base and growing

