



# FRANCHISE INFORMATION REPORT





## CONTENTS

<b>WHY INVEST IN A PAPA MURPHY'S PIZZA FRANCHISE .....</b>	<b>3</b>
<b>THE PAPA MURPHY'S TAKE AND BAKE STORY .....</b>	<b>6</b>
<b>WHAT ARE MY START-UP COSTS? .....</b>	<b>8</b>
<b>HOW BIG IS THE TAKE-AND-BAKE PIZZA INDUSTRY?.....</b>	<b>10</b>
<b>WHAT IS THE AVERAGE STORE SALES VOLUME? .....</b>	<b>12</b>
<b>PAPA MURPHY'S FRANCHISE IS A GREAT FIT FOR VETERANS .....</b>	<b>14</b>
<b>WHAT QUALIFICATIONS DO I NEED? .....</b>	<b>15</b>
<b>AVAILABLE GROWTH MARKETS.....</b>	<b>16</b>
<b>WHAT KIND OF TRAINING &amp; ONGOING SUPPORT DO YOU PROVIDE? .....</b>	<b>17</b>
<b>NEXT STEPS.....</b>	<b>20</b>



## WHY INVEST IN A PAPA MURPHY'S PIZZA FRANCHISE

*The iconic take-and-bake pizza franchise is ready for a nationwide expansion*

There's no better food to share with your loved ones than pizza. According to Pizza.com, on average, Americans eat about 46 slices of pizza each year – so it makes sense to bring everyone together for a scratch-made pizza without the effort, right?

This is where Papa Murphy's outshines the competition. For over 40 years, our iconic brand has found success by focusing on families just as much as pizza. See, with our thriving take-and-bake pizza franchise, we're all about capturing the moments. At Papa Murphy's, we understand the only thing that's better than our guests eating one of our made-to-order, fresh pizzas is eating them with their family – however they define family. As a result, we give our customers an experience that truly tastes better together.

"There are many things that make Papa Murphy's unique, however, our No. 1 differentiator is that we are different on purpose," says Kim McBee, Senior Vice President of Guest Experience and Brand Marketing at Papa Murphy's. "It is truly a benefit to take our pizza home and bake it. We make our dough from scratch, chop high-quality vegetables, butcher quality meat, and shred fresh mozzarella cheese daily. The best part is creating the perfect pizza for our customers who then take it home to bake at their convenience for their loved ones. *There's nothing better than spending quality time with your loved ones over a slice of America's favorite comfort food: pizza.*"

### WHY YOU SHOULD JOIN THE 5TH LARGEST PIZZA FRANCHISE CHAIN

Since our humble beginnings of two local take-and-bake pizza companies merging, Papa Murphy's has grown to more than 1,200 locations in the United State, Canada and UAE. How did we do it? By delivering high-quality food mixed with excellent customer service and very affordable prices.

The ingredients to our business model

have proven successful, as our loyal customers constantly rate us No. 1 in consumer surveys.

Although we take pride in selling high-quality food, we know our tasty pizzas are even better when shared with the people you love most. Moreover, we understand the 88 percent of families who would like to increase the time spent with their family at the dinner table rather than time preparing the meal\*. This is why Papa Murphy's owns the take-and-bake pizza segment. Our loyal customers know that they can come to any of our more than 1,200 locations and get a customized meal that's fast, fresh, affordable and bake it at home – when they want it.

What's the best part? Our bake-at-home pizza franchise is positioned for growth in an industry that is worth \$46 billion and is poised to continue growing. As we expand our national footprint across the country, we want to share our success with you. Whether you are a first-time entrepreneur, a fanatical fan of our tasty pizza, or a multi-unit operator looking to diversify your business, Papa Murphy's is a wise investment for you.



\* A recent survey conducted by Eckrich(R), a product of ConAgra Food

## THE DEMAND FOR TAKE-AND-BAKE PIZZA IS ONLY GETTING BIGGER

When it comes to take-and-bake pizza, there is no name that rings louder than Papa Murphy's. As the largest take-and-bake pizza chain in America, we have plenty of room for growth as the demand for pizza, especially take-and-bake pizza, continues to skyrocket. According to PMQ Pizza Magazine, the U.S. pizza market has grown into a \$46 billion industry and is estimated to grow 10% in the next five years.

Moreover, Americans love pizza so much that they spend \$33 billion in QSR pizza restaurants annually – and takeout has the largest share of spending at \$15 billion each year, per data collection company Statista. At Papa Murphy's, we have a tried-and-true product that our customers constantly rate No. 1 as well as the loyal following to match – all we're missing is you. As a Papa Murphy's franchise owner, you'll quickly come to understand why our fresh pizza franchise is a best-bet investment.





How so? Not only is the market booming, but our business model is easy to run and simple to scale. Unlike many of our competitors, customers come into our stores to pick up their made-to-order pizza and then they take it home to bake it. Because of this, our take-and-bake pizza model requires a small footprint – we do not require any ovens or dine-in. Ultimately, this not only allows for a lower cost of entry but also reduced labor costs as we only have one daypart: dinner. Additionally, our streamlined business model allows our franchise owners to focus on building customer relationships and creating the best pizza ever.

## PAPA MURPHY'S IS COMMITTED TO OUR FRANCHISE OWNERS' SUCCESS

From the moment you sign your Papa Murphy's franchise agreement, you will never be alone in business. Many of our franchise owners are loyal customers who fell in love with our pizza, while we have

also helped many first-time entrepreneurs bring their dreams of business ownership to fruition. No matter what your background is, all Papa Murphy's franchise owners share common traits: a desire to build relationships within their stores and community, as well as a passion for pizza and staying engaged in the day-to-day operations of his or her business.

Whether you have industry experience or not, Papa Murphy's is committed to helping our franchise owners succeed in business. This is why we treat our franchise owners like family. We understand that if they are not successful, neither are we. Once a franchise owner has joined our team, they will undergo our New Owner Training Program, which will help them on their path to success as a franchise owner.

This comprehensive program starts with four to five weeks of operations training, and finally, one week of foundation class training. This includes everything from customer service, to how to prep the product, to learning how to work the POS system, to hiring and management of employees, to learning how to effectively market your store and more.

*"Before I was a franchise owner, I actually started out as a customer for many years, and then I became an employee of Papa Murphy's International," says Micki Waters, co-owner of eight Papa Murphy's franchise restaurants in Eugene, Oregon. "Every time I meet someone who knows I operate Papa Murphy's I'm always told about how much they love our pizza. So, when you're a part of a brand that people love and you love the brand, you just can't help but want to be a part of it and continue being a part of it."*

## BRING A TAKE AND BAKE PIZZA FRANCHISE TO YOUR COMMUNITY

A Papa Murphy's franchise is a low-cost investment opportunity offering high growth potential. Join this dynamic brand as we expand our footprint across the United States. Initial investment costs range from \$323,757 to \$578,163 depending on numerous factors, including geographic areas, condition of the premises and construction costs. We have grown to more than 1,200 locations in the United States, Canada and UAE thanks to a business model built for entrepreneurs who are passionate about making a difference in their community, bringing families together, and most of all – pizza.

## THE PAPA MURPHY'S TAKE AND BAKE STORY

### *How a humble take-and-bake pizza shop became the 5th largest pizza franchise in the world*

From the moment Papa Aldo's and Murphy's Pizza merged in 1995 to form Papa Murphy's, the brand was different on purpose. Although the majority of brands in the \$46 billion pizza industry have the same business model, Papa Murphy's take-and-bake pizza franchise skyrocketed, growing to more than 1,200 locations across the United States, Canada and UAE. How did we do it? Our loyal customers



quickly understood that our bake-at-home pizza concept provided them with a tasty, healthier alternative than frozen store-bought pizza and freed them from the processed, additive-laden ingredients used by well-known names in the fast-food pizza category.

Moreover, although Papa Murphy's takes pride in serving high-quality food, we know our delicious pizzas are even better when shared with the people you love most. Our iconic brand has earned a loyal following of millions of fans, who consistently rate us No. 1 in consumer surveys. By allowing them to savor both our fresh, made-to-order pizza as well as the time they spend together at home with their family – however, they define family – we give our customers an experience that truly tastes better together.

"It is a benefit to take our pizza home and bake it at your convenience," says Kim McBee, Senior Vice President of Guest Experience and Brand Marketing at Papa Murphy's. "Our pizzas are made-to-order using made-from-scratch dough, high-quality chopped vegetables, butcher



quality meats, and freshly grated mozzarella cheese — all made fresh in store daily. Additionally, everyone has an emotional connection to food and we are all about capturing those moments. Whether it's a big game day, family gathering, or a dinner party with your closest friends, our guests can feel good about serving a healthy, flavorful meal no matter what the moment is. There's something for everyone at Papa Murphy's."

## THE FUTURE OF PAPA MURPHY'S IS BRIGHTER THAN EVER BEFORE

After 40 years in business, Papa Murphy's is ready to expand our cult-like following on the national scene with smart and effective growth through franchise development.

The innovative strategies that Papa Murphy's executive team — including our parent company, MTY Food Group — have established to simplify the business model has created opportunities for entrepreneurs to realize their dreams of

owning a take and bake pizza franchise in their communities.

Although we have more than 1,200 locations, we have room to expand our footprint even further. All we're missing is you! Whether you're a first-time entrepreneur, a multi-unit operator looking to diversify your portfolio or a fanatical fan of our pizza, our take-and-bake pizza franchise is the right opportunity to invest in.

"Papa Murphy's is different on purpose," McBee says. "Our delicious pizza tastes so much better hot and fresh out of your oven — not cold out of a box. Additionally, when you come to us, it's not just about pizza. Our add-on items, including our cookie dough, cheese bread, s'mores bars and salads, are made fresh daily as well. People are busy and our No. 1 priority is providing them with a high-quality meal that takes a little bit of time to bake in their oven whenever they want it."

# WHAT ARE MY START-UP COSTS?

## Papa Murphy's Franchise is an Affordable Investment Opportunity

There's nothing better than turning your dreams of business ownership into reality with an affordable opportunity. That's what's in store for Papa Murphy's franchise owners as we expand our footprint throughout the United States. Join our dynamic franchise family and become involved in your community with a take-and-bake pizza franchise that serves up made-to-order, high-quality pizzas at an affordable price.

What does it take to become a Papa Murphy's franchise owner? Our franchise owners are typically fanatical fans of our pizza and loved the brand so much that they wanted to make it a part of their lives. Additionally, Papa Murphy's franchise owners have business or extensive

customer service experience and are very engaged in the day-to-day operations of their business and community. Since our founding, we have prided ourselves on working closely with our franchise owners throughout the startup process to ensure they thrive in business over the long-term.

As a franchise owner of our thriving bake-at-home pizza franchise, you'll quickly come to learn that you have tapped into a world-class comprehensive training and support platform led by MTY Food Group, a franchisor of more than 70 franchise brand names. Furthermore, Papa Murphy's No. 1 goal is helping our franchise owners succeed in business.

How do we do it? By not only offering robust training and world-class support but also keeping the cost of entry low. Papa Murphy's is one of the most affordable businesses to own in the booming \$46 billion pizza industry. *The initial investment for owning a Papa Murphy's franchise ranges from \$323,757 to \$578,163.* Additionally, since we offer a turnkey business model, new franchise owners can begin operations in a matter of months!



### This is how we will support you in business:

- Ongoing marketing support and training
- Strong back-office support with accounting, work order and estimating software
- Advice on hiring, training and retaining top talent in your market
- Advice on helping you develop career paths for top-performers
- Ongoing financial coaching and business support
- National vendor relationships to keep costs low
- Make franchising affordable with third-party financing

## MAKE FRANCHISING AFFORDABLE WITH THIRD-PARTY FINANCING

Although Papa Murphy's does not offer in-house financing, we have cultivated great relationships with third-party lenders and can help guide you through the process of securing additional financing. Even better, because Papa Murphy's is part of MTY Food Group, which has an exceptional track record of success, lenders are often more comfortable with our franchise owners.

## WE OFFER DISCOUNTS FOR MILITARY VETERANS

Not only does Papa Murphy's appreciate our military veterans, but we also believe they make phenomenal franchise owners. Their proven ability to work within systems, follow processes, and demonstrate leadership makes them ideal candidates for Papa Murphy's. Because of this, we offer military veterans a discount on franchise ownership. You can read more about this on our veteran's page.

No matter how you slice it, don't miss out on your chance to bring our fresh pizza opportunity to your community today!

Here's a breakdown of your expected start-up expenses to launch a new Papa Murphy's restaurant:

## PAPA MURPHY'S ESTIMATED INITIAL INVESTMENT:

TYPE OF EXPENDITURE	AMOUNT
Initial Franchise Fee	\$25,000
Lease & Utilities Deposits	\$3,000 - \$6,500
Leasehold Improvements	\$95,566 - \$212,067
Signs	\$8,000 - \$12,000
Stamped Architectural Drawings	\$6,250 - \$9,350
Site Survey	\$2,500 - \$3,700
Opening Package (including equipment, decor, POS, smallwares, etc.)	\$141,061 - \$208,046
Inventory	\$5,000 - \$7,000
Miscellaneous Development Service Fees	\$0 - \$1,270
Initial Marketing Fees & Expenses (6 months)	\$15,000
Franchise Premises Rent (3 months)	\$9,000 - \$11,700
Material & Supplies	\$500 - \$2,000
Operations Training & Foundations Class	\$0 - \$750
Travel & Living Expenses While Training	\$1,180 - \$9,305
Employee Training	\$500 - \$1,500
Insurance (3 months)	\$375 - \$1,175
Bookkeeping & Payroll Services (3 months)	\$825 - \$1,800
Additional Funds, Working Capital & Miscellaneous Expenses (3 months)	\$10,000 - \$50,000
<b>TOTAL ESTIMATED INITIAL INVESTMENT</b>	<b>\$323,757 - \$578,163</b>

WE PUT IN THE WORK,  
*You get the credit*



## HOW BIG IS THE TAKE-AND-BAKE PIZZA INDUSTRY?

*Own a pizza franchise that stands out in the thriving takeout segment*

Americans love pizza, and their passion for it won't burn out anytime soon. According to a survey conducted by The Harris Poll, pizza is the food that Americans would choose to eat for the rest of their lives. It should come as no surprise then that the U.S. pizza market has grown into a \$46 billion industry and PMQ Pizza Magazine reports that it's estimated to grow 10% in the next five years.

When it comes time for dinner, all the other food groups don't stand a chance. Statista reports that pizza is the No. 1 choice for dinner, and consumers spend \$33 billion

in QSR pizza restaurants annually. Did you know that the largest share of spending comes from takeout? Statista reports Americans are spending \$15 billion each year on pizza to go.

For Papa Murphy's, the largest take-and-bake pizza franchise in the U.S. with more than 1,200 locations, take-and-bake is a way of life. Our guests know that they won't get a fresher experience than Papa Murphy's, which is why they constantly rate us No. 1 in consumer surveys. Since our inception in 1981, Papa Murphy's has earned millions of loyal customers by allowing them to customize their made-to-order pizza with fresh, high-quality ingredients, which they then take home and bake. Ultimately, this allows our customers to get the exact pizza they want exactly when they want it.

"The Papa Murphy's brand is steeped in love and has cultivated a deep culture of making delicious, high-quality pizza and other products," says Shemar Pucel,



MORE THAN **92%** Of People Eat Pizza Regularly

**The Top Five Pizza Sales Days Are:**

Halloween, Thanksgiving Eve, New Year's Eve, New Year's Day and Super Bowl Sunday

[Pizza.com]

As a Papa Murphy's franchise owner, entrepreneurs can capitalize on the never-ending demand for pizza. Even better, whether you're a first-time entrepreneur or an experienced multi-unit owner, our business model is easy to run and simple to scale. Because we do not bake our delicious pizza in-store, our

Senior Director of Franchise Sales at Papa Murphy's. "This is a great time to become a Papa Murphy's franchise owner because our pizza speaks for itself – you cannot hide the quality of the product when you serve it raw. Our customers know this, which is why we are constantly voted No. 1 as their favorite pizza."

## THE POPULARITY OF PIZZA MAKES IT A GREAT TIME TO OPEN A TAKE-AND-BAKE PIZZA FRANCHISE

With more than 76,000 pizzerias in the nation, there is still plenty of opportunity to capture your slice of the ever-growing pie. According to Pizza.com:

Pizza is America's Favorite Comfort Food – Americans eat approximately 100 acres of pizza a day, or about 350 slices each second, according to pizza.com, an online resource for the pizzeria industry.

More than 92% of People Eat Pizza Regularly – This is why the top five pizza sales days are Halloween, the night before Thanksgiving, New Year's Eve, New Year's Day and Super Bowl Sunday, according to Pizza.com.

small restaurant footprints do not require any ovens or dine-in space, which allows for a lower cost of entry in comparison to the bigger players in the booming QSR pizza industry. Additionally, our franchise owners are able to keep labor costs down by hiring a limited number of employees because we have one primary daypart: dinner.

Furthermore, our low investment costs allow Papa Murphy's franchise owners to focus on creating the perfect pizza for our beloved customers. At our bake-at-home pizza franchise, we pride ourselves on only using high-quality ingredients including shredding whole-milk mozzarella, scratch-made dough, butcher quality meat and fresh chopped veggies. This is why we have grown into the nation's fifth-largest pizza franchise – by delivering high-quality food mixed with excellent customer service and very affordable prices.

"As a Papa Murphy's franchise owner, you will never be alone in business," Pucel says. "With more than 1,200 locations across the country and Canada, we offer a comprehensive training and ongoing support program to ensure your business thrives over the long-term. With more than

40 years in business, there's still plenty of room for us to grow and we're just getting started. Papa Murphy's future is bright in terms of the tremendous opportunity before us. All we're missing is you!"

## WHAT IS THE AVERAGE STORE SALES VOLUME?

*Operational efficiency, national advertising strength and one daypart make owning a Papa Murphy's franchise a wise choice*

When you join Papa Murphy's, you become part of a more than 40-year-old company with national brand recognition. Our take-and-bake pizza franchise is poised for rapid growth in the booming \$46 billion pizza industry. Not only are we expanding into new territory, but we also still have plenty of room for expansion in existing markets. This is why we are seeking savvy entrepreneurs who are passionate about their community, family, and – of course – pizza.

Papa Murphy's is a best-bet investment in the ever-growing pizza segment. Our straightforward business model, world-class support and millions of devoted customers make us a worthy investment for entrepreneurs who want to make an impact. This is why we are franchise-owner-centric, which means you will never be alone in business. With bolstering support from MTY Food Group, one of the largest franchisors in the nation, our brand has achieved steady growth by leveraging national purchasing power to keep costs low and a commitment to operational excellence.

Even better, not only will our experienced

leadership team help guide you through the process of owning a successful take-and-bake pizza franchise, but your franchise fee also gives you access to an unmatched world-class training and support program unlike anything else in the industry.

### Here are some of the resources we provide:

- Training
- Hiring, training and retaining top talent in your market
- Innovative marketing strategies
- Professional branding
- Customer service
- Financial awareness
- Ongoing education
- Insight from industry-leading professionals

At Papa Murphy's, we believe that owning a take-and-bake pizza franchise should be lucrative. The pizza industry is booming as Americans spend \$33 billion in QSR pizza restaurants annually – and takeout has the largest share of spending at \$15 billion each year, according to Statista. Additionally, our franchise owners find comfort in joining an iconic brand that serves up a healthier – and tastier – product. Unlike many of our competitors, customers come into our stores to pick up their made-to-order pizza and then they take it home to bake it. Because of this, our take-and-bake pizza model requires a small footprint – we do not require any ovens, freezers or dine-in.

Ultimately, this not only allows for a lower cost of entry but also reduced labor costs as we have one primary daypart: dinner. The best part? Our streamlined business model allows our franchise owners to focus

on building customer relationships and creating the best pizza ever. No matter how you slice it, Papa Murphy's is committed to helping our franchise owners thrive in business over the long-term – all we're missing is you!

The franchise fee for a traditional Papa Murphy's restaurant is \$25,000. The total investment for a new Papa Murphy's store ranges from \$323,757 to \$578,163.



**CONSIDER THIS BREAKDOWN FROM ITEM 19 OF OUR FRANCHISE DISCLOSURE DOCUMENT\*:**

AVERAGE NET SALES OF SYSTEM STORES	AVERAGE NET SALES	NUMBER OF STORES	# OF STORES THAT EXCEEDED OR MET AVERAGE NET SALES	% OF STORES THAT EXCEEDED OR MET AVERAGE NET SALES
	\$666,663	1,102	447	40.6%



\*There were 1,102 domestic Papa Murphy's Take 'N' Bake Pizza stores (franchised and company-owned) that were open and operating for all of the trailing 52 weeks ending on September 26, 2022.

There is no assurance, however, that you will do as well. See Item 19 of the Papa Murphy's International LLC's Franchise Disclosure Document for more information.

# PAPA MURPHY'S FRANCHISE IS A GREAT FIT FOR VETERANS

*The take-n-bake pizza franchise offers terrific incentives to veterans ready to thrive in business*

It's no secret that military veterans make ideal entrepreneurs. The skills acquired during their time in the service are the same skills that can make for a successful life in business. Veterans are proven leaders, are goal-driven, and understand the importance of following a system that works.

It's for this reason that Papa Murphy's, the iconic take-n-bake pizza franchise, recently launched a new program to help make the path to business ownership more affordable to veterans. Through a partnership with VetFran, Papa Murphy's

is proud to offer a franchise incentive program to qualified active duty or honorably discharged veterans.

The program reduces the franchise fee by 50%, and by lowering the barriers to entry, veterans have the opportunity to franchise with a brand that is entirely focused on their long-term growth and success.

"We're honored to offer an incentive to help veterans thrive as business owners," says Shemar Pucel, Senior Director of Franchise Sales at Papa Murphy's. "We believe that veterans should be celebrated for their service to our country. By lowering the costs of our franchise opportunity, Papa Murphy's is able to provide a pathway towards a prosperous life out of the service. Veterans already have a tremendous advantage over other entrepreneurs, in terms of how developed their leadership skills are, and we're excited to welcome veterans to the Papa Murphy's franchise family through our partnership with VetFran."

<b>Southern Vegetarian</b> Call 1-800-300-LEPPY Zucchini, Artichoke Hearts, Mushrooms, Tomatoes, Mixed Olives, Herb & Cheese Blend	<b>Lowboy</b> Call 1-800-300-LEPPY Red Sauce, Pepperoni, Sausage, Mushrooms, Black Olives, Herb & Cheese Blend	<b>Chicago Style</b> Call 1-800-300-LEPPY Sausage, Ground Beef, Mixed Olives, Tomatoes, Green Peppers
<b>Herb Chicken Mediterranean</b> Call 1-800-300-LEPPY Spinach, Sun-dried Tomatoes, Feta, Baby Potatoes	<b>Murphy's Combo</b> Call 1-800-300-LEPPY Red Sauce, Cheese, Pepperoni, Sausage, Mushrooms, Mixed Olives, Black Olives	<b>Chicken Bacon</b> Call 1-800-300-LEPPY Chicken, Bacon, Pepperoni, Sausage, Mushrooms, Mixed Olives, Black Olives
<b>That Chicken</b> Call 1-800-300-LEPPY Sweet Chili Sauce, Chicken, Zucchini, Mixed Olives, Crushed Red Pepper	<b>Papa's All Meat</b> Call 1-800-300-LEPPY Red Sauce, Pepperoni, Sausage, Ground Beef, Black Olives, Mushrooms, Mixed Olives, Green Peppers	<b>5 Meat</b> Call 1-800-300-LEPPY Sausage, Pepperoni, Sausage, Ground Beef, Black Olives, Mushrooms, Mixed Olives, Green Peppers
<b>Tuscan Chicken &amp; Sausage</b> Call 1-800-300-LEPPY Spinach, Sun-dried Tomatoes, Feta, Baby Potatoes	<b>Papa's Favorite</b> Call 1-800-300-LEPPY Red Sauce, Pepperoni, Sausage, Ground Beef, Black Olives, Mushrooms, Mixed Olives, Green Peppers	<b>Big Murphy's</b> Call 1-800-300-LEPPY Sausage, Pepperoni, Sausage, Ground Beef, Black Olives, Mushrooms, Mixed Olives, Green Peppers
	<b>Rancher</b> Call 1-800-300-LEPPY Red Sauce, Canadian Bacon, Pepperoni, Ground Beef, Mixed Olives	



## WHY WILL VETERANS THRIVE IN A PAPA MURPHY'S FRANCHISE?

Papa Murphy's is an ideal business for veterans, as we share the same passion for community and family that veterans cultivate during their time in the service. As a brand that puts a strong emphasis on delivering a high-quality product that families enjoy together at home, Papa Murphy's franchise owners play a meaningful role in their communities. They learn their customers' names, they learn about their lives, and they get to deliver a product that they can take pride in.

In turn, our franchise owners often act as positive mentors and role models to their employees, who often have their first job experience at Papa Murphy's. The ability to be a great leader and foster a culture of teamwork in their stores is an opportunity to have an impact on young people's lives. This unique ability is something veterans possess, and it's why veterans are strong entrepreneurs right out of the gate.

Most importantly, you don't need to have experience as a business owner to join Papa Murphy's. We've developed one of the most comprehensive training and ongoing support platforms in the entire industry, and we will deliver all of the resources and coaching you need to realize your goals and exceed them.

If you're ready to begin a new life as a business owner, we encourage you to take advantage of our new program to help make owning a Papa Murphy's franchise more affordable than ever before.



## WHAT QUALIFICATIONS DO I NEED?

*Owning a Papa Murphy's franchise requires a particular set of skills and experience*

After more than 40 years in business, Papa Murphy's has significant experience in helping entrepreneurs thrive with our brand. Many of our franchise owners are former loyal guests who love our product, remain engaged in the day-to-day operations of the business, and are passionate about cultivating relationships not only within the store but also in the communities they serve.

While franchising with Papa Murphy's has several advantages: nationwide brand recognition, an innovative menu that emphasizes freshness and quality, a commitment to customer service and more – the biggest advantage will be you, your passion for our brand and your drive to succeed. Because of this, Papa Murphy's has certain criteria that all franchise owners must meet in order to franchise with us.

## Here are the Qualifications We Require for Ownership:

- Strong entrepreneurial skills
- Experience with developing, leading and inspiring a diverse team
- A service mindset, including helping customers and mentoring your employees
- Understand and appreciate the value of a proven business model
- A passion for pizza

## How Much Dough Do You Need?

- Minimum Liquid Assets: \$ 125,000
- Minimum Net Worth: \$ 350,000
- Good credit history with a minimum 670 score
- Ability to obtain financing for initial investment: \$323,757 to \$578,163 (range for a new store opening)

The initial investment for a new store opening depends on various factors such as geographic area, construction costs, and more.

## AVAILABLE GROWTH MARKETS

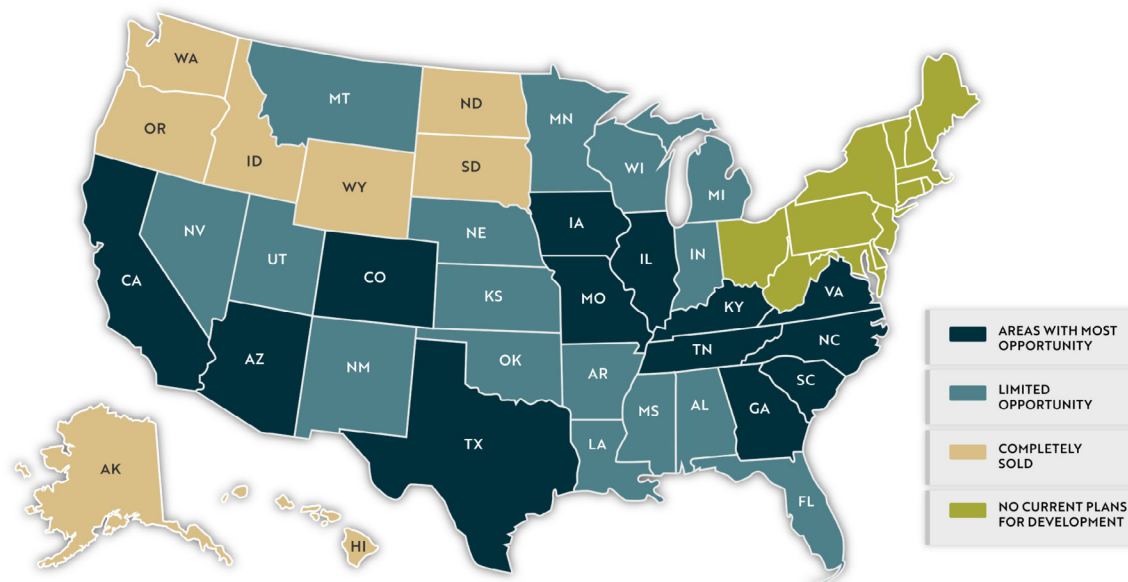
### *Rapidly expanding take-and-bake pizza franchise has prime markets available across the country*

Papa Murphy's Pizza, the iconic take-and-bake pizza franchise, is ramping up for smart growth expansion. After nearly 40 years since its inception, Papa Murphy's has grown to more than 1,200 locations. How did we do it? By bringing families together through food people love.

As American's passion for pizza continues to grow, Papa Murphy's is now focusing our efforts on franchise development with the goal of opening hundreds of locations throughout the country

in the coming years.

According to PMQ Pizza Magazine, the U.S. pizza industry is worth nearly \$46 billion and is estimated to grow 10% in the next five years. This is why we are seeking entrepreneurs with a passion for pizza, making a difference in their community and bringing families together to join us.



## WHAT KIND OF TRAINING & ONGOING SUPPORT DO YOU PROVIDE?

*Papa Murphy's offers an industry-leading training platform that helps franchise owners thrive*

Franchising with Papa Murphy's means you'll never be alone in business. After nearly 40 years in business, Papa Murphy's has developed one of the most comprehensive training and ongoing support platforms in the industry. In that time, we have helped countless entrepreneurs realize their dreams of owning a thriving take-and-bake pizza franchise that becomes a dynamic part of their community.

Founded in 1981, Papa Murphy's has made the path to ownership as simple as possible for new franchise owners. This starts with our low investment costs, making business ownership more accessible to entrepreneurs. Our executive team has worked significantly to simplify our business model, and the results have been phenomenal.

*"From the very beginning, our job is to set up our franchise owners for success, which is why we work for them," says Mindy Stone-Szabo, Vice President of Learning and Development at Papa Murphy's.* "We have a very structured training program that includes print, e-learning and even virtual reality training modules, which is very fun. Although marketing and operations excellence play a huge role, they mean nothing if you cannot train your team to produce quality products and deliver an unmatched customer experience. This is why we are focused on helping our



franchise owners build effective teams and teaching them the leadership skills we know they need to be successful."

*This is how we help our franchise owner thrive in business:*

**Our immersive training platform will help you master our business model**

Papa Murphy's provides our franchise owners with all the resources they need to thrive in business. This is why we have put together a New Owner Training Program that will help them on their path to success as a franchise owner.

This comprehensive program starts with four to five weeks of operations training, and finally, one week of Foundations Class training. Training includes everything from customer service, to how to prep the product, to learning how to work the POS system, to hiring and managing employees, to learning how to effectively market your

store and more. By the end of this training course, you will be prepared with the skills you need to open your restaurant with confidence.

*In addition to our initial New Owner Training, we offer ample operational support including:*

**New Owner/Store Support** – Our operations team is committed to helping franchise owners get started and will dedicate in-person resources as needed for new store openings, ownership transfers or other special events.

**Field Operations Support** – Each store is assigned a franchise business leader who is designated as your first point of contact. Your district business leader will help you thrive in business by conducting store visits and meetings, including an annual business review, dedicated to helping you be successful.

**Real-time Information** – As a Papa Murphy's franchise owner, you'll have access to an intranet with valuable information and tools, as well as a weekly operations blast to help you prepare for upcoming events. Additionally, our Pulse Realtime application provides you with real-time data on store performance.

## Finding the Perfect Location

We understand that many of our franchise owners are first-time entrepreneurs and not real estate professionals who know the recipe for finding the perfect location of a new restaurant. Whether you're buying an existing store or building a new one, Papa Murphy's has experienced real estate, design and construction professionals ready to help you during this process.



Once you've secured the rights to a new location, our development team will help you through the entire process including real estate education, broker selection, in-person review of potential sites, site plans and architectural drawings, construction screening and store construction.

If you've opted to purchase an existing store instead, the great thing is that the real estate is already there. First, check out our Buyer's Checklist to ensure you review the lease and occupancy costs, as well as the overall profit and loss of the location. Next, reach out to our real estate manager for help, including how to work with landlords for rent negotiations, lease extensions, relocations or any general support related to store remodels as they arise.

## Marketing Support

Papa Murphy's is implementing innovative

marketing strategies to connect with our customers, increase brand recognition and continue our strategic growth with passionate entrepreneurs throughout the country.

Once onboard, all Papa Murphy's franchise owners will have access to a dedicated and experienced marketing team designed to help them generate buzz as well as attract and retain customers. Key areas of marketing support include:

**Digital Programs** – Execution of marketing campaigns via social media, integrated with other platforms to drive customer traffic, such as email and text programs.

**Product Innovation** – In an effort to help drive customer engagement and awareness, our marketing team will help you develop product strategies and promotions

**Brand Strategy and Creative Production** – Continued development of the Papa Murphy's brand, including marketing strategies and creative production such as television, radio, digital and print content.

"The future is bright for Papa Murphy's," says Shemar Pucel, Senior Director of Franchise Sales at Papa Murphy's. "Not only is the pizza industry growing, but we also are seeing a need for people to connect. Whether it's a home meal replacement or picking up a pre-prepped meal to prepare at home, we are a player in both segments. Our high-quality vegetables, butcher quality meats, and freshly grated mozzarella cheese can be used in a litany of ways, and not just for pizza. Additionally, we are now a part of MTY Food Group, our parent company. Not only do they

understand franchising and food, but they also are a great partner to have to drive innovation, cutting-edge technology, and share best practices across our franchise community."



## **NEXT STEPS**

*Papa Murphy's is a business built on relationships, and we value ours with you from day one*

At Papa Murphy's, we are excited about bringing new franchise owners to our operating family, but we need to ensure this is a good fit for you as well as for us. We work with you every step of the way to ensure that your Papa Murphy's will be a success.

### **STEP ONE: INTRODUCTORY CALL**

Thank you for your inquiry! Our Qualification Specialist will converse with you briefly about market availability, time-frame, and owner qualifications.

### **STEP TWO: PHONE INTERVIEW WITH DIRECTOR OF SALES**

Our Director of Sales will call you to discuss your intentions, as well as your financial qualifications and answer any questions you may have about our brand and what it takes to be a Papa Murphy's franchise owner.

### **STEP THREE: DISCLOSURE MEETING**

If it's determined that you are a good potential fit for the Papa Murphy's franchise owner family, you will receive the Franchise Disclosure Document (FDD) and review with our Director.

### **STEP FOUR: DUE DILIGENCE WITH OUR OWNERS**

Chat with some of our current Papa Murphy's franchise owners about their experience and ask for advice.

### **STEP FIVE: VIRTUAL EDUCATION SESSION**

Our Support Teams will offer in-depth education on topics such as Training, Operations, Marketing and Design/Construction support services.

### **STEP SIX: FINANCIAL ASSET VERIFICATION**

During this phase, we need to verify your financial strength to ensure a smooth transaction to financing the investment.

### **STEP SEVEN: FINAL INTERVIEW**

Here you can share your final operations plan as you prepare to join our owner system.

### **STEP EIGHT: SIGN FRANCHISE AGREEMENT**

If the PMI Team supports awarding the franchise, the franchise agreement will be issued for signature and payment of the franchise fee.

### **STEP NINE: NEW OWNER TRAINING**

Complete our 4-5 week of in-store operational training and 1 week of Owner's Foundation Class.

