

# SULBING

## Introduction of International Business

Thank you for your interest in the international business of Sulbing.

### **1.The basic international business model: Master Franchise**

The Master Franchise has exclusive right to represent Sulbing in the designated area. Master Franchisee must have F&B experience and its own management team to develop Sulbing business . Unfortunately, we do not offer single unit franchisee outside of Korea.

### **2. Requirements of Master Franchise applicants**

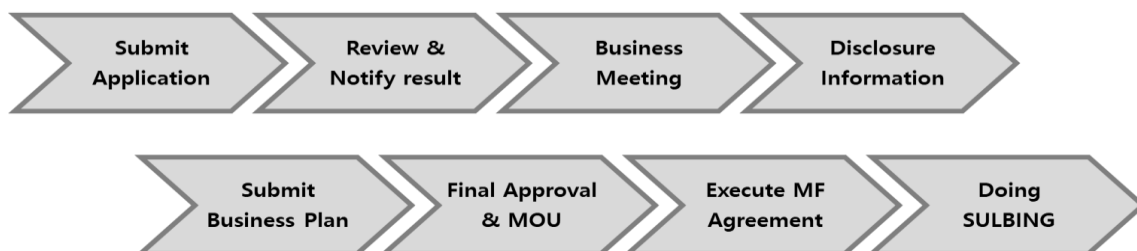
- ◆ Local registered corporation
- ◆ At least 3 years business experience in F&B industry, and/or franchise industry
- ◆ Comprehensive understanding of local market
- ◆ Sufficient financial ability to expand Sulbing business
- ◆ Experienced in store development

※ The above requirements are conditions of Sulbing’s Master franchise partner. The final decision will be made through an internal review considering the comprehensive aspects.

### **3. Benefits of Mater Franchise Partner**

- ◆ Exclusive right to use Sulbing brand in the designated area
- ◆ Exclusive right to use Sulbing’s various sauces and powders & develop localized menu
- ◆ Regular support from the HQ (Providing operation manuals and service training)
- ◆ Provide Sulbing’s unique interior & exterior design and all other drawing design support

### **4. Applicant process**



※ The terms and conditions are negotiable. The specific details will be discussed after the meeting process.

# SULBING

## Master Franchise Application

### 1. Personal information

Name	
Contact	
Title	
Email	
Desired Territory	

### 2. Company information

Name of company	
Address	
Website	
Type of business	
Type of organization (Legal status)	<input type="checkbox"/> Limited company <input type="checkbox"/> Corporation <input type="checkbox"/> Joint Venture (Investment rate :   %) <input type="checkbox"/> Other (_____)
Year established	
Name of brands	
Number of employees	
Subsidiary / Affiliate	<input type="checkbox"/> YES (Name of Subsidiary/Affiliates : _____ ) <input type="checkbox"/> NO

### 3. Financial information (Based on last year standard)

Assets	USD	(    Year)	(Please state the currency used)
Equity	USD	(    Year)	
Liabilities	USD	(    Year)	
Gross sales	USD	(    Year)	
Operating profits (%)	USD	/ Rate	% (    Year)
Net Profits	USD	(    Year)	

※ Provide us, if any, with detailed information regarding the financial information that will help us understand your business.

#### 4. Motivation for Business Application

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▶ How did you get to know Sulbing?

- Visit store (location: \_\_\_\_\_ )     Website/SNS     Acquaintance  
 Other (Explain) \_\_\_\_\_
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▶ Describe in detail the motive for wanting to carry out Sulbing overseas.

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#### 5. F&B experience

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▶ Do you have any restaurant and/or F&B management experience?

- YES     NO

▶ If “YES”, please describe the details as follows :

\* Name of Brand:

\* Type of contract:     Franchise store     Franchise direct management store  
                                   Personal brand established     etc ( \_\_\_\_\_ )

\* Operation period:

\* Other:

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#### 6. Local Market understanding

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▶ Is the representative or applicant of the desired country nationality?     YES     NO

▶ Is the representative or applicant residing in the desired country?     YES     NO

▶ Please describe the details about your Local Market understanding :

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## 7. Sulbing Business Plan & Investment information

▶ Please indicate in order of preferences, the Territory where you wish to develop stores and describe how you would run Sulbing stores.

\* Country (                    )      City/Region (                    )

\* Number of stores within 5 years (                    )

▶ How much capital do you have available to invest in Sulbing business?

▶ How long will it take to raise capital? (                    month(s))

▶ Do you have any business partners or investors involved?       YES       NO

\* If “YES”, please provide details:

Type	Information with business partners or investors
<input type="checkbox"/> Partner <input type="checkbox"/> Investor	

▶ Please provide other information that we can refer to:

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## 8. Additional Documents (Attachments)

- ◆ (Required) Business License (affidavit)
- ◆ (Required) Company profile
- ◆ (Others)

I hereby confirm that the above information is true and complete to the best of my knowledge. I acknowledge that any false statement on this application shall be considered sufficient cause to deny any further consideration or cause revocation of any signed agreement with Sulbing F&B.

**Applicant** : \_\_\_\_\_ (signature)

**Date** : \_\_\_\_\_

All information will be kept strictly confidential and used for the purpose of reviewing only. It may not be processed if some information is not properly responded, or supplements are missing. And you understand that omission or misrepresentation of information in this form may result in disapproval.

## [Personal Information Collection and Usage Agreement]

Sulbing collects personal information according to the “Personal Information Protection Act” of the details below. Please carefully read the information below and make a decision whether or not you agree with the collection and usage of personal information.

- ◆ **Purpose of collection and usage of personal information**
  - Management of the applicant
- ◆ **Personal Information Collected**
  - Name (Korean/English), Company, Title, Contact, E-mail, Year established, Address, Business license, Financial information, F&B experience, Nationality and etc which written in the application and Attachments.
- ◆ **Possession Period**
  - 3 years
- ◆ **Right to refuse consent**
  - The applicant have the right to refuse consent for the collection and usage of personal information, and if you refuse consent, there may be restrictions or disadvantages in accepting and reviewing the business application

I agree to the collection and usage of my personal information as above.

Agree    Disagree

Date : \_\_\_\_/\_\_\_\_/\_\_\_\_

Name : \_\_\_\_\_ (signature)