



Benchmarking Opportunities for Lenders in Franchising

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FRANdata

Franchise Business Intelligence

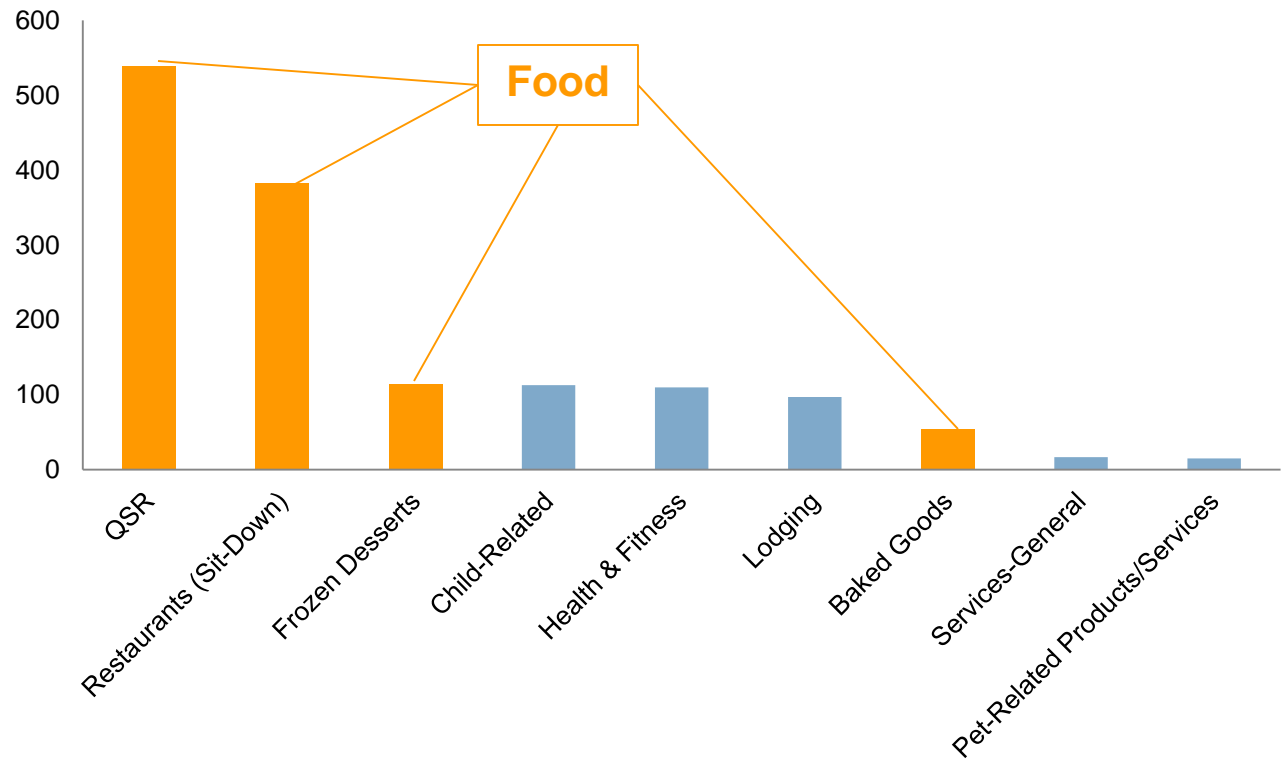
About FRANdata

- FRANdata is the only source of comprehensive information about franchising:
 - Fact-based research and analysis
 - World's largest database of franchise information
 - Tracks and analyzes more than 4000 brands in 30 industries and 200 sectors
 - Manages SBA Franchise Registry
- FRANdata's capabilities are unique in the franchise world
 - Custom Research: Addresses questions/needs with timely analysis
 - Reports: Data, analysis, trend forecasts
 - Complete objectivity: FRANdata receives no advertising or referral fees
- CUSTOM RESEARCH
 - Targeted Marketing Services
 - Competitive Analysis
 - Issue Analysis and Consulting
 - Franchisor/Franchisee Surveys
- FDDs
 - World's Largest Library of FDDs
 - Intra-day order fulfillment
- REPORTS
 - Quarterly New Concepts
 - Monthly New Registrations
 - Franchise System Credit Risk Analysis
 - Industry and Segment Analysis
- CONTACT LISTS
 - Franchisor Management
 - Single-Unit Franchisees
 - Multi-Unit Franchisees

Brands with Significant RE Component

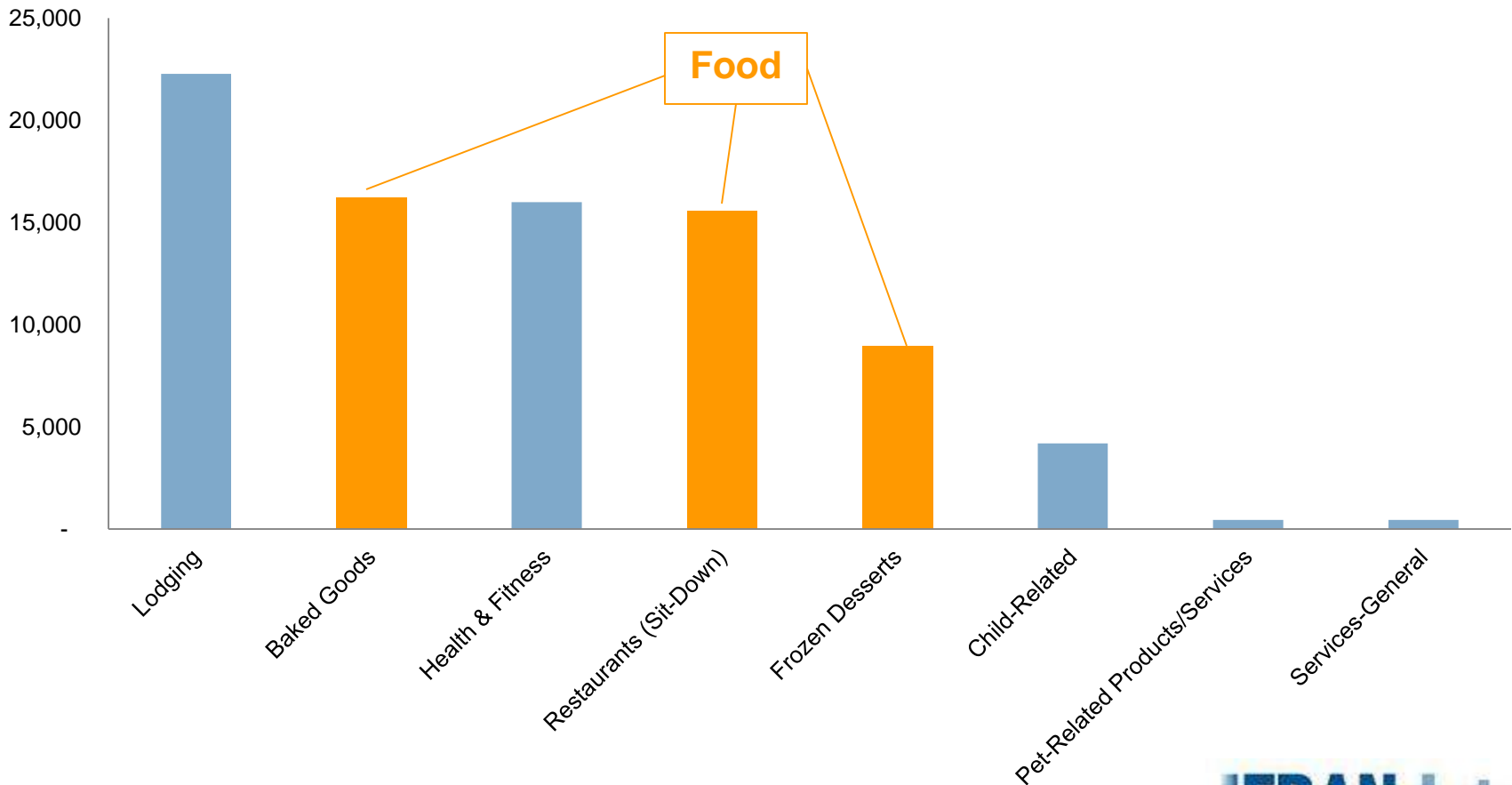
- QSR & restaurant brands
- Education brands with school buildings
- Fitness Studios
- Lodging
- Pet resort concepts
- Over 1,400 concepts

Brands in Industries with Significant RE Component



Size of Industries with Significant RE Component

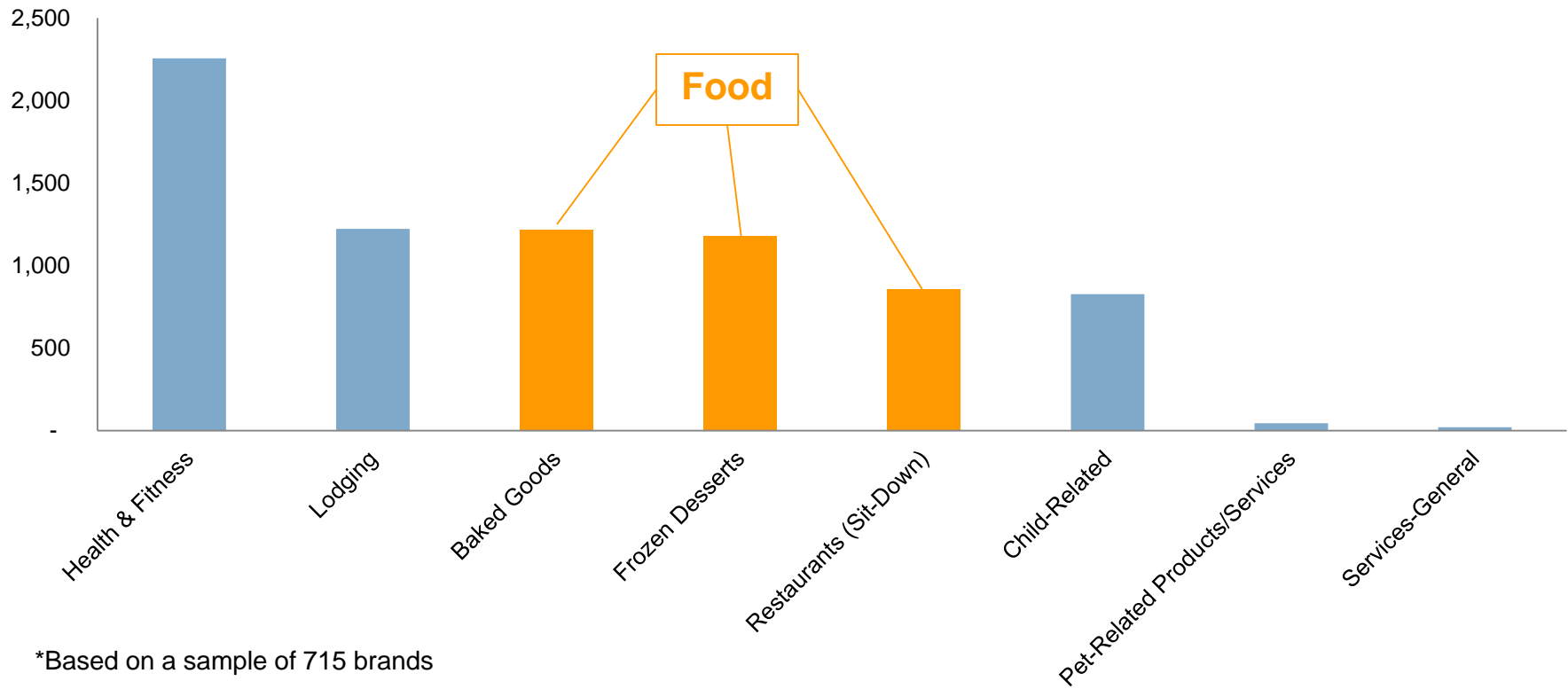
Franchised Units in Industries with Significant RE Component



■ Excludes QSR with close to 140,000 franchised locations

Projected Growth in Industries with Significant RE Component

of Projected Franchised Units in Industries with Significant RE Component*

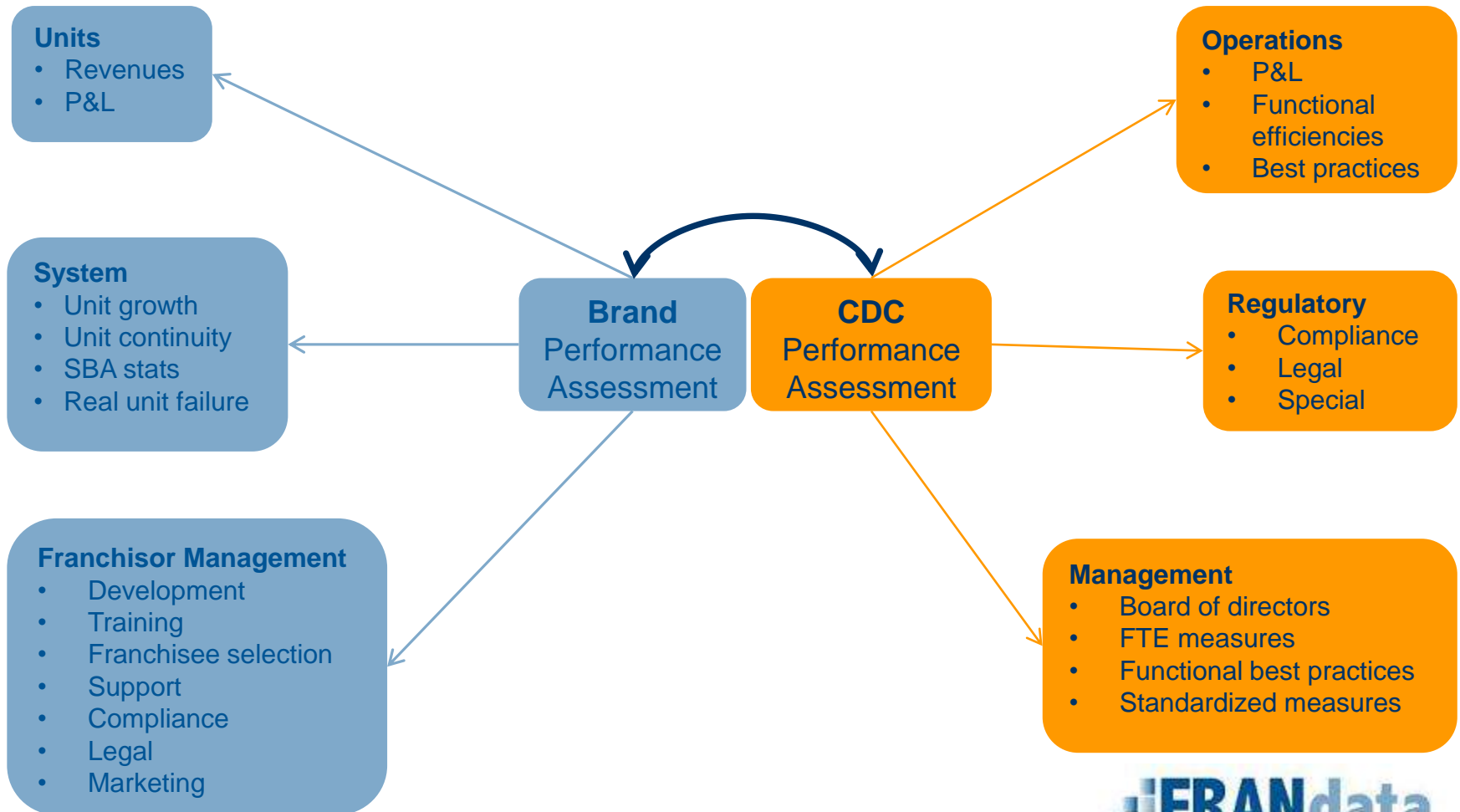


■ Excludes QSR with over 6,000 projected franchised locations

Opportunities in Industries with Significant RE Component

- Not all franchisees in the identified industries own RE
 - If 15% to 20% of franchisees in the earlier identified industries own their RE, they account for up to 44,000 franchised locations
 - If 15% to 20% of the sample's projected franchised locations for 2013 include franchisee-owned RE, they will account for over 2,700 locations

Franchise & CDC Benchmarking





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