

★★ home of the ★★

WORLD FAMOUS

**QUIZNOS
TOASTED
SUB**



WELCOME TO QUIZNOS

The **little sub shop** that began over **30 years ago in Denver, Colorado** still has the same **BOLD IDEAS** that we had in the beginning. We boldly believe your food should taste great and that we should only use the highest quality ingredients to create your perfect meal.

*Our
First Sub Shop*



DID YOU KNOW QUIZNOS® IS A GLOBAL BRAND



In fact, QSR Magazine includes Quiznos on its Global 30 list of top international brands.

As the pioneer of the toasted sandwich, Quiznos carefully crafts every sub using fresh sliced meats, all-natural cheeses, chef-designed signature sauces and toasted artisan bread to create flavorful combinations such as the Classic Italian and the Chicken Carbonara. Quiznos is designed for today's busy consumers who are looking for a tasty, freshly prepared alternative to traditional fast-food restaurants.

QUIZNOS® AROUND THE GLOBE

- Quiznos has quickly gained popularity throughout the world **with our unique, chef-inspired sandwiches, soups and salads.** Our philosophy of international growth and the attention to localization has made us a QSR player around the world. **Quiznos has Master Franchisees in over 40 countries and territories,** and continues to grow.
- For people who crave something better to eat, Quiznos is the premier quick-serve restaurant that offers inspired sandwiches, because Quiznos has the passion and imagination to deliver one-of-a-kind, toasted handcrafted sandwiches that satisfy minds, mouths and stomachs.



THE PRODUCT OF SUCCESS

A cut above.

- Quiznos delivers the best food, best experience, best people, best Franchise Owner support and best development systems.

Solve consumer needs.

- The consumer comes first at Quiznos. Our focus on meeting consumers' needs and delivering an excellent consumer experience is unparalleled.

Uncompromising, Inspired Food, *Every Day*

Bold, distinctive flavors for every taste.

- Quiznos has a variety of flavors. Our original recipes are inspired by our real chefs and use only premium, high-quality ingredients – like artisan breads, real cheeses, quality sliced meats and fresh vegetables.

Variety, affordability and everyday occasion relevance.

- Quiznos believes that the consumer should not compromise. Everyone deserves great taste. This means we deliver subs, soups, and salads at a price for every wallet, in portions for every appetite.

THE PRODUCT OF SUCCESS

- Quiznos has quickly gained throughout the world popularity with our unique chef-inspired sandwiches, soups and salads. We have always believed that food should taste great!
- Our philosophy of international growth and the attention to localization has made Quiznos a major QSR player around the world with over 2,000+ locations in 40 countries.
- Quiznos provides an inviting, Modern environment with high energy customer service that differentiates us from the competition.



INTERNATIONAL

▶ **1999** QUIZNOS first international location opens in Japan

▶ **2001**
UK, Panama, Iceland

▶ **2002**
South Korea

▶ **2003**
Bahamas

▶ **2004**
Cayman Islands, El Salvador, Guatemala, Honduras, Ireland

▶ **2005**
Saudi Arabia



▶ **2007**
Aruba, Nicaragua

▶ **2008**
Qatar, Singapore

▶ **2009**
Venezuela,
Dominican Republic

▶ **2011**
Brazil, Curacao, Ecuador,
Guyana, Kuwait, India,
St. Maarten

▶ **2012**
Jamaica, Paraguay,
and the Philippines

▶ **2013**
Mexico

▶ **2014**
Signed: UAE, East India,
Pakistan, Indonesia,
Oman, Iraq, and Bahrain
QSR Magazine ranks
Quiznos #16 on its
'Global 30' list Signing
and opening Taiwan and
Malaysia

▶ **2015**
Opening of the largest
Quiznos restaurant in the
world, Indonesia; 3-stories
10,000 sq. ft. China
opening Q4, largest
single country develop-
ment agreement in fran-
chising history to date

INTERNATIONAL LOCATIONS



Quiznos Global Presence

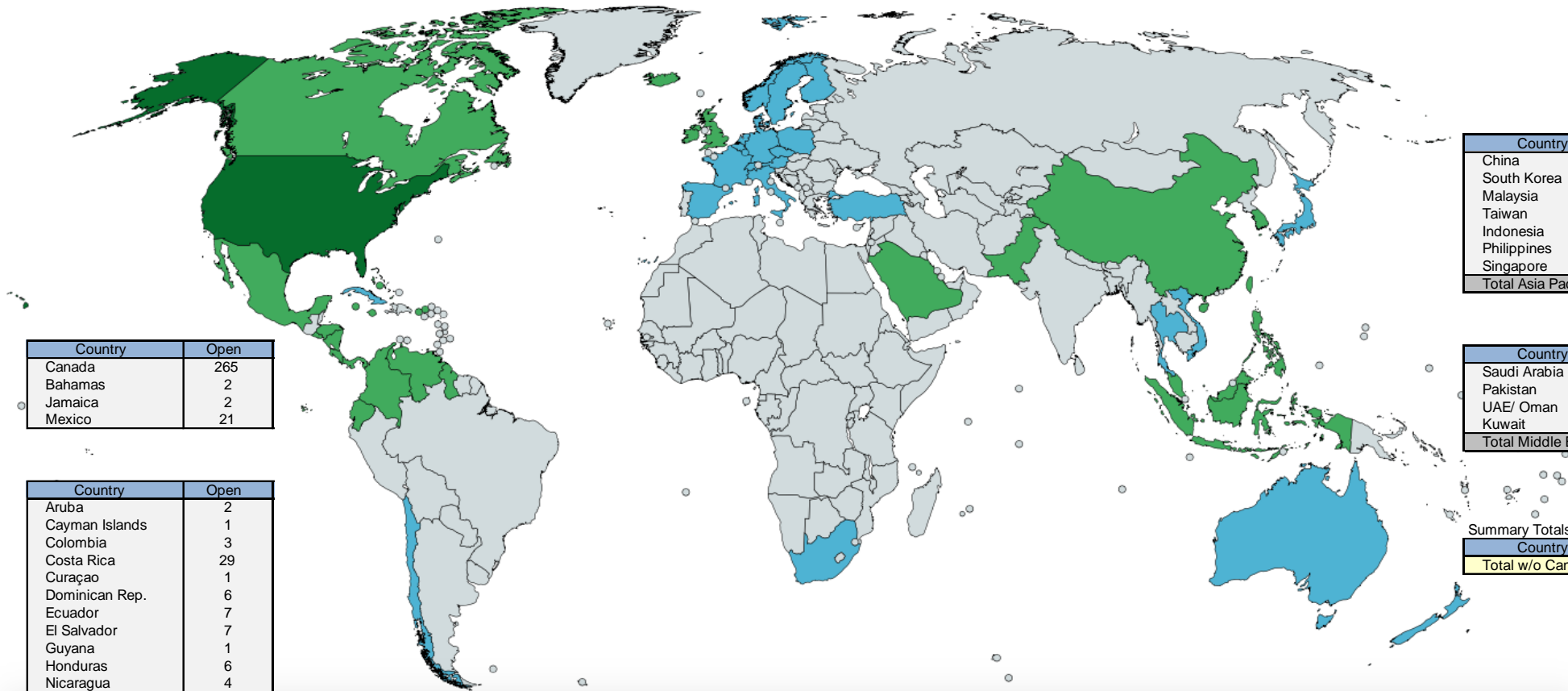
Hundreds of Stores World Wide in 35 Countries

Serving Premium Toasted Sandwiches to Millions of Satisfied Customers!



Country	Open
Iceland	14
UK	3
Ireland	2
Total Europe	19

Canada	265
International	257
Total Stores Open	522



Country	Open
Canada	265
Bahamas	2
Jamaica	2
Mexico	21

Country	Open
China	3
South Korea	37
Malaysia	7
Taiwan	6
Indonesia	2
Philippines	13
Singapore	8
Total Asia Pacific	76

Country	Open
Aruba	2
Cayman Islands	1
Colombia	3
Costa Rica	29
Curaçao	1
Dominican Rep.	6
Ecuador	7
El Salvador	7
Guyana	1
Honduras	6
Nicaragua	4
Panama	1
St Maarten	1
Venezuela	19
Total QSRI	88

Country	Open
Saudi Arabia	39
Pakistan	3
UAE/ Oman	2
Kuwait	5
Total Middle East	49

Summary Totals	
Country	Open
Total w/o Canada	257

INTERNATIONAL COMMUNICATION

- ▶ Significant international support
- ▶ Dedicated teams tailoring support to your need and benefits
- ▶ Dedicated regional “hands on” representatives in major markets



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INTERNATIONAL MARKETING

- ▶ Launched national marketing campaign:
 - Signed Lee Sang Yoon, Korean actor/model
 - Partnership with popular Korean movie
 - Launched *Korean Traditional* LTO
- ▶ Recently Celebrated 10th Anniversary



Korea Success
SSS Growth +13%

GLOBAL BRAND NAME

- ▶ Recognized global brand name
- ▶ Proven systems and processes
- ▶ Detailed training programs
- ▶ Experienced professional consultants:
 - Operations, Marketing, Food Procurement, Franchise Sales



GLOBAL BRAND NAME



- ▶ Recognized in National Restaurant News – Consumer Picks 2016 for:

- Food Quality
- Cleanliness
- Service and atmosphere

CONSUMER PICKS 2016



NRN presents Consumer Picks — a comprehensive look at customer preference and restaurant brand strength.

The rankings cover the 112 Limited-Service chains in the 2016 Consumer Picks survey. Survey respondents rated the chains on 10 attributes, including Food Quality, Cleanliness, Service and Atmosphere. Those ratings created an Overall Score, which is weighted by the importance customers place on each attribute.

Brands are ranked below by Overall Score.

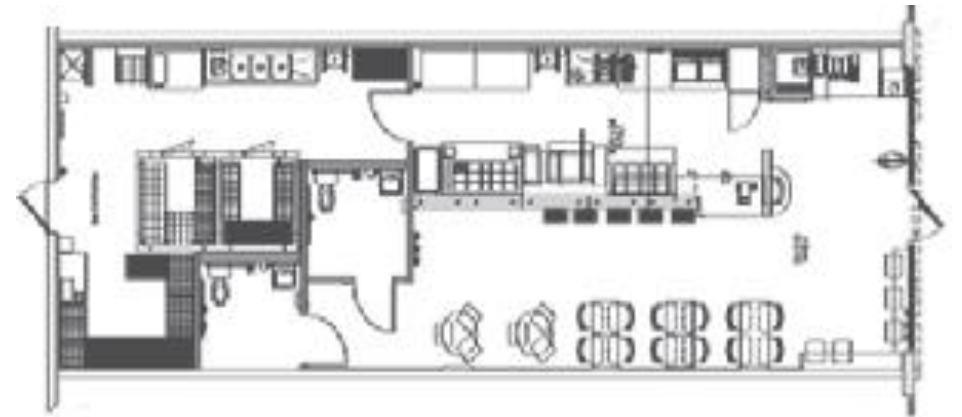
QUIZNOS RANKED HIGHER THAN ALL NATIONAL SANDWICH CHAINS

Rank	Chain	Overall Score
20	Quiznos	62.8
26	McAlister's Deli	62
27	Jason's Deli	61.7
31	Penn Station East Coast Subs	61.4
37	Firehouse Subs	59.9
40	Potbelly Sandwich Shop	59.4
45	Which Wich	58.7
53	Jersey Mike's Subs	57.5
55	Togo's**	57.3
66	Jimmy John's Gourmet Sandwiches	55
71	Schlotzsky's	54.3
72	Subway	54
94	Arby's	47.4
98	Wienerschnitzel	46.5

DESIGN AND CONSTRUCTION



- Expert assistance from start to finish
- Architectural review
- Design and layout for maximum space usage
- Signage design and coordination



NEW STORE DESIGN



- A modern, upscale look that:
- Differentiates from the competition
- Cutting edge design creates a welcoming environment
- Ability to configure into multiple layouts
- Typical size is 70 to 150 sqm

QUIZNOS UNIVERSITY

Extensive 3 Week Training Program

- Integrated E-Learning Program
- In-restaurant training with real franchisees and our training staff
- Quiznos University for business training
- Combination of restaurant and executive training
- One week Executive Training at Denver Headquarters
 - Opening assistance



MARKETING CONSULTANTS



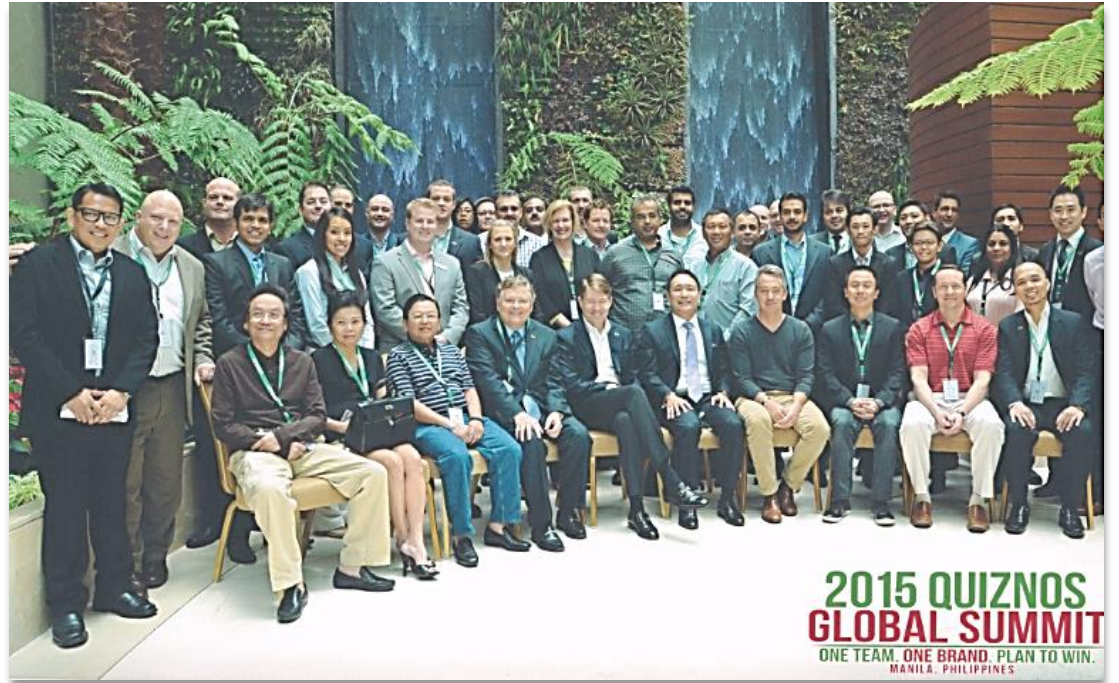
- Experience with new market entry and development
- Help increase brand awareness and ensure proper brand positioning
- Support the development, management, and implementation of comprehensive and innovative marketing, advertising, public relations, and promotional programs



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STRONG BUSINESS TOOLS

- Annual Global Summits
- Easy access to marketing and operations assets with online database
- Detailed scorecard information on market and individual stores



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ON-GOING SUPPORT & CONSULTATION

- Professionals versed in operations development
- Forms designed for easy adaptation of new processes
- Auditing tools for store-level operations and royalty assurance
- Development programs for training different business disciplines

RESOURCES

- Business groups with strong restaurant backgrounds and well-established leadership teams
- Resources to grow brand effectively
- Rights to develop area through sub-franchising
- Ownership of operational, marketing, and supply chain growth
- Revenue built from royalties and *service fees

**Not from supply chain, nor from mark ups.*

