



FRANCHISE

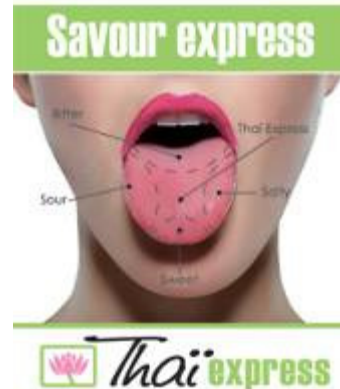
INFORMATION



YOU'VE GOT TASTE!

Thai express is the leading Thai quick-service restaurant in North America. Our success is rooted in combining traditional Thai cuisine with new-world design and flavours.

We strive for excellence and take great pride in the food that we prepare. It is our belief that great food can only be made from the finest and freshest ingredients.



MTY GROUP

The master in quick-service franchising

MTY Group is among the foremost quick-service companies in Canada. It operates more than 1,700 units nationwide under 25 retail banners that include Sushi Shop, Tiki-Ming, vie & nam Sukiyaki. MTY Group is uniquely positioned to satisfy the many tastes and needs of consumers, and its multi-bannered strategy has allowed it to become a leader in its class.



CUSTOMIZE FOR THE CLIENTS

In keeping with today's trend of "user-generated products," all dishes are prepared according to the customer's taste. Once ordered, it is the job of the cooks to put on a show for the customers and deliver their request with a smile. Our authentic recipes are full of robust flavours and aromas, with subtle hints of basil, lime and spices that are sure to delight your senses.

We have masterfully balanced the level of spiciness to a degree that compliments the cuisine. For our avid fans of Thai Express, we recommend asking for your dish to be prepared "spicy." For those who prefer their meal to be non-spicy, just tell the staff; they will be happy to oblige.



OUR PROMISE

The architects of Thai Express food boutique have recognized that now is the time to capitalize on our attractive and trendy concept. They have married the notion of quality Thai cuisine with the ability to serve our clientele in a fast-paced environment.

Our vision of success is to always exceed expectations by offering a tasteful variety of authentic Thai cuisine prepared and served by well-trained and motivated team members. The perfect ingredients for a memorable experience!

At Thai Express we are committed to achieving superior customer satisfaction by providing a wide variety of inexpensive products in a trendy atmosphere with genuine and timely service.





LONG-TERM GROWTH OPPORTUNITY

Thai cuisine and related products are conclusively increasing in popularity and reputation. Market analysis confirms that Thai Express franchises are very positively forecasted and received in all markets targeted. Currently, the franchise is in very high demand due to positive feedback and increased market exposure.

Interesting data

Since the early 1990s, North Americans have increased their spending on meals purchased outside the home by an astonishing 42%. The purchase of food and non-alcoholic beverages outside the home in general has jumped 30%.*

In 2007, the average Canadian household spending on food purchased from restaurants rose 5.2% over 2006 to reach a new high of \$1,715 (approximately 25% of the household food dollar spent annually).**





LET'S GROW TOGETHER

Thai Express is highly focused on expansion and this has resulted in its explosion onto the quick-service restaurant market since our acquisition in 2004 with five locations in the Montréal region. Since then, we have expanded nationally as well as internationally (one in Dubai 2008 and four in Bahrain in 2009). Thai Express is scheduled to reach over 135 locations across Canada and worldwide by the end of 2010.



New location openings since 2004:

Year	New openings	Total:
2004	5	5
2005	16	21
2006	15	36
2007	19	55
2008	25 (1 in Dubai)	80
2009	25 (4 in Bahrain)	105
2010	22 (1 in Morocco)	127

Thai Express has put tremendous effort into researching, testing, tasting and implementing our concept through various mediums such as design, processes, and marketing, purchasing and core principles. We will provide continuous support and professional guidance to all our new franchisees from the early stages of training and development, all the way through to the exciting opening day and beyond.



LOCATION OF A LIFETIME

Location is essential to the success of a Thai Express franchise.

Thai Express is always looking for new strategic sites to expand our family of franchises. Sites are selected based on traffic, visibility, square footage and cost criteria. Preferred locations are typically major shopping centers, public markets or highly populated commercial and/or residential areas.



SHARING EXPERTISE

Thai Express offers a two-week intensive training program at one of our training centers in Quebec or Ontario for all new franchisees and chosen staff. Training focuses on two fundamental elements of Thai Express:

Food Preparation

The food preparation portion of the program is focused on the introduction of the menu, ingredients and preparation of the all Thai Express products.

Experienced Operations

The experienced operations portion of the program concentrates on tools and techniques developed and refined by the Thai Express team to assist you in efficiently and effectively managing your own business. More specifically, this training course covers quality control, customer service, inventory, approved suppliers, purchasing as well as site maintenance and hygiene.



Important

Training will be given by qualified and experienced personnel that will follow the Thai Express approved curriculum.

Thai Express values communication and teamwork and encourages any questions or comments at any time during the training program and beyond.

For added support, the Thai Express team has prepared a complete operations manual for reference containing all major standards and protocols.

Lastly, a one-week on-site training course will be given by one of our experienced supervisors during the first week of operations.

MARKETING

Franchisees invest 1.5% of sales in corporate advertising and promotions. These investments are made in the interest of all franchisees. Each franchisee benefits from the professionally planned branding, as well as in-store advertising material and new product promotions to enhance the regular consumer experience.

Equally important, franchisees invest another 1% of sales in local advertising and promotions in conjunction with head office approval to generate consumer traffic.





BACK BY POPULAR DEMAND!
SPECIAL MEE-KA-TI 

Curry soup with vermicelli, vegetables and peanuts
Choice of:
BEEF or CHICKEN or VEGETABLES
SHRIMP + 16 oz beverage 

For a limited time



SPECIAL PAD MEE
STIR-FRY NOODLES WITH BASIL

A Shrimp **C** Chicken
B Beef **D** Vegetables

+ 16 OZ DRINK 

For a limited time



SUPPLIERS

Our national suppliers

QUEBEC



Multi Plus DM Inc: Multi Plus DM Inc. is a leading foodservice distributor in the province of Quebec. Located centrally on Cote de Liesse in Dorval; the airport, downtown Montreal, as well as all major road arteries are only a few minutes away from its state of the art modern facility. Throughout the evolution of Multi Plus its mission has never changed: Always provide the best service possible to our most valuable assets, our customers. Being able to fulfill this mission without detriment to our integrity is what keeps our customers coming back, and what brings new ones to our doors.



ONTARIO



Flanagan Foodservice Inc.: As the largest Canadian family owned foodservice distributor in Canada, you can rely on us for prompt, friendly service. From the independent operator to large multi-unit chains looking for a national solution, each and every customer of Flanagan's receives the same level of exceptional service and value.

WESTERN



BakeMark Canada: BakeMark can deliver consistently superior service, products and support for our customers' business. At BakeMark, our intention is to combine the flexibility and quick reaction to customers' needs of a *local supplier* with the world class resources of an *international leader* in the manufacture and supply of fine bakery ingredients.

READY FOR A CHALLENGE?

Thai Express franchisees all share the same passion. We are looking for dynamic, open-minded individuals or groups that have good organizational skills and experience, as well as the ability to motivate others to accomplish great things as a team. If you think you are one of these individuals and you are prepared to invest your money in a project that can make full use of your talents, this may be the business opportunity you have been waiting for.





FINANCIAL INVESTMENT AND GENERAL INFORMATION

It is the responsibility of each franchisee to prepare the financing needed to open a Thai Express. Here is pertinent information about Thai Express's locations:



MALL UNIT (Shopping centres and food courts)

Area:	350 to 450 sq. ft.
Franchise fee:	\$40 000
Term of franchise (depending on lease):	10 years
Initial investment:	\$250,000 to \$300,000
Personal investment (estimated):	35%
Royalties:	6%
Corporate advertising and promotions (head office):	1.5%
Local advertising and promotions (franchisee):	1%
Number of employees (average):	10

STREET LOCATIONS

Area:	1,200 to 2,000 sq. ft.
Franchise fee:	\$40 000
Term of franchise (depending on lease):	10 years
Initial investment:	\$350,000 to \$450,000
Personal investment (estimated):	35%
Royalties:	6%
Corporate advertising and promotions (head office):	1.5%
Local advertising and promotions (franchisee):	1%
Number of employees (average):	15



WHAT'S NEXT?

If you're ready for the challenge, Thai Express invites you to visit Franchise page on our website www.thaiexpress.ca. Please fill out our application form and fax us a copy along with your resume to (514) 336-9222 Attention to Thai Express Franchising Department. It is only a click away!



MTY
GROUP

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Note

*Statistics Canada, The Daily, Friday April 14, 2000, <http://www.statcan.ca/daily/francais/000414/q000414a.htm>

** Statistics Canada, Survey of Household Spending 2007.