

FRANCHISE  
SYSTEM

# 20 FREQUENTLY ASKED QUESTIONS CONTAINER PACK

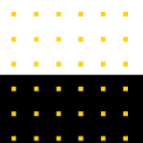


CONTAINER PACK<sup>®</sup>





- 1. What is your business experience?** We have over 20 years of experience. In the year 2000, we began in the city of Guadalajara the business operation of land traffic. In 2014, container leasing began and by 2020, the board authorized the franchise project, working with several external specialists and turns out successful.
- 2. Does the Franchisor perform any type of investigation on the applicants?** We need the most amount of information on the applicant prior to granting a franchise and prior to providing business information in order to assure a successful franchise business for the system and other franchisees. First, we analyze the applicant and afterwards the location for the franchise.
- 3. What cities have availability to operate franchises?** We seek investors among Mexico and all-over Latin America; however the cities of Monterrey, Mexico City, Querétaro and León shall have preference.
- 4. What experience is required to acquire the franchise?** You do not need experience at all, since our training and technical assistance program shall assist you to operate and manage your business successfully within a short term.
- 5. Does the franchisee need to operate the franchise?** We recommend to focus in the administrative control to obtain best results; you may have a manager to act on behalf of the owner and be responsible for the full-time operation of the unit whenever the main investor is held up with other business and/or other activities.
- 6. What is the granting procedure?** A) Fill out the “Confidential Franchise Information” and send it. B) Schedule an interview with our franchise staff and resolve all your inquiries. C) Sign the Booking Letter for the location chosen; D) Look for the space and/or land within your city and wait for your franchise approval.
- 7. Does the Franchisee assists in the appointment of the location to place the franchise?** Yes, franchisee assists in the appointment of location subject to its experience and, in some events, with pre-approved spaces depending on the city. These spaces shall be set for the consideration of the investor once the booking letter is signed.
- 8. What does the franchise include?** Our TECHNICAL ASSISTANCE program provides among other services: location validation, evaluation of the location, customized executive project, evaluation of the definitive investment amount, feasibility evaluation of the definitive project, advisement for the revision of the franchise agreement, advisement for the business registry, advisement for initial proceedings, operation manuals, training program, work commencement and periodic evaluation, fixtures and equipment, software for business control, marketing plan for the launching and opening event, opening assistance program, result comparison measurement system, among others.
- 9. How does the franchise training program work?** The franchise has a training program for all the activities to manage and operate the business. Some activities are provided in our facilities within the city of Guadalajara (6 days for the manager and 3 days for the Franchisee) and practical activities is performed in your facilities prior to commencement of operations (2 days prior to begin operations, the first day of operations and three days following).
- 10. Does the franchisor provide any support during the opening of the business?** Our franchise and operation staff shall assist you before beginning operations and two days after. However, we shall also assist you remotely during the initial operation process from the city of Guadalajara.
- 11. How frequently will you visit us?** Periodical scheduled visits shall be made by our operation advisors at least 6 times a year. Notwithstanding unscheduled follow-up visits.



**12. What additional expenses exist during training?** Only travel expenses for the manager and Franchisee and the manager's fee in the city of Guadalajara. Further information visit [www.containerpack.com.mx](http://www.containerpack.com.mx) and/or write us at [franquicias@containerpack.com.mx](mailto:franquicias@containerpack.com.mx). The content of this document is owned by "IMI CENTRO LOGISTICO DE NEGOCIOS, S.A. DE C.V.". Ownership rights over the contents are protected in accordance to law; total or partial copy or reproduction hereof is forbidden. Violation hereto is subject to penalties provided by articles 386 of the criminal code, 135 and 136 of the Federal Law on Copyrights and other applicable and effective provisions for Mexico; including international provisions.

**13. What is the total investment required to open the business?** The approximate initial investment is USD\$200,000. This amount does not include the acquisition of a space and/or land and basically includes any expense made as the franchise initial payment, pre-operative expenses, remodeling and customizing (the investment includes a leased space received during the initial construction phase, paved and with power and hydraulic systems), fixtures and equipment, initial inventory, training at our facilities and workforce.

**14. What payments must I make to the franchise?** The initial franchise fee of MX\$350,000 and a payment of 10% over business gross sales as royalties for technical assistance during the term of the agreement, both concepts should be added VAT.

**15. Does the franchise provide any financing?** There is not a financing program, investment must be liquid paid within 16 weeks.

**16. What information is provided to the investors prior to closing the sale of a franchise?** General information of the company is provided and a visit to our corporate offices, units and store-school is granted; financial information of the business concept, bulletin of franchise offers and the franchise agreement.

**17. How much shall be my return for this business?** It depends on the city, location and/or land, the competition level, number of containers and partnership of the franchisee. Generally, a well credited franchise under normal operational conditions may obtain approximate monthly benefits of MXN\$40,000-\$60,000.

**18. What is the term of the agreement and what is the extension period and cost?** The duration of the agreement is of 10 years and may be extended for equal 10-year period. Each additional period shall require 50% of the initial franchise payment effective for new franchisees.

**19. What kind of space do I need?** A space of 1500 square meters for residential areas and/or commercial areas within cities to install 30 containers, and/or a 3000 square meter space to install 60 containers, mainly in the city's skirts, high-traffic avenues and in industrial areas.

**20. Franchisor provides territorial exclusivity?** No. The franchisee acquires the pre-emptive right over other investors wishing to install any unit within its city.

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