



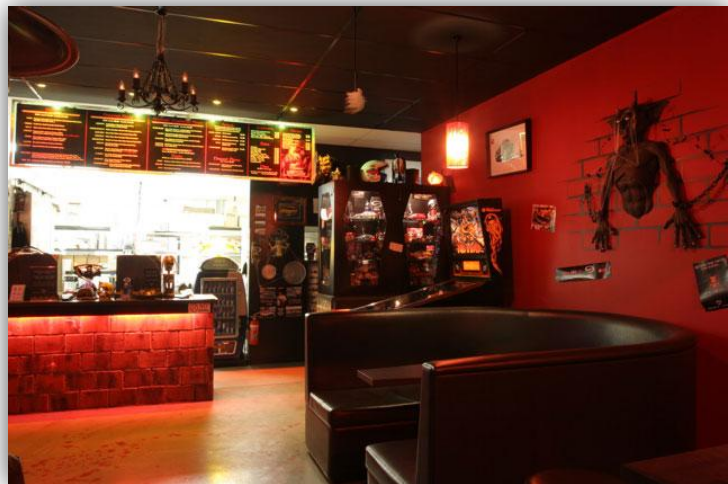
FRANCHISE INFORMATION

WHAT THE HELL

HELL was spawned by Callum in the year 1996, location: the Kelburn squash centre in Wellington. First floor, no street frontage, dodgy access and a tiny kitchen - fundamentally wrong in so many ways, but it worked. This was the birthplace of HELL and we operated out of Kelburn for eight years, before moving the kitchen to the top of Cuba St in 2004.

Customers often recall their first experience being in the original Kelburn store. HELL we even called it the centre of the world after so many people all over the planet telling us it was their virgin HELL meal! Walking up the back stairs through the kitchen, avoiding banging their head on the shelf ("look out fool"), and some even remember when we had a dine in section with views over Wellington (or, if you worked for HELL, the place where we got trashed and launched firecrackers out the window). Good times.

In the early days we tried everything: rice tandoori pizza, delivery milkshakes, curries, mud cake, flame bread - all in search of the wicked menu that is HELL today. In 2000, Callum partnered with his mate Stu and together they opened the Hataitai store. We loved this earthquake hazard of a building - the collapsing



floor, homemade counters and menu boards, and excellent staff and customers that made it an institution in Hataitai. HELL had started to grow.

We opened another store in Northland the following year and set up a prep kitchen that serviced our three stores. We started honing our systems and products, and opened in Petone - our first 'quality' fit out.



The early days of HELL was about living our business every day, working damned hard and making tasty pizzas. These were some of the best times of our lives and helped shape the business into what it is now. We've always been passionate about retail and driving purchase, and any new franchisees will need to appreciate this too in order to succeed in HELL.

We finished '06 with 66 stores, wicked franchisees and happy customers. The time was right to move onwards and upwards, so we sold the NZ business, and went in search of new countries for HELL.

After opening several stores overseas, in 2009 we bought our New Zealand business back. The old owners just didn't get it. So in May 09, we started the resurrection of HELL. We took out the trash, had fun with our marketing, improved ingredients and launched some new tasty products. HELL is once again 666% New Zealand owned and committed to giving you the best damned pizza in this life or the next.



WHY THE HELL



Since the original sinners bought the business back in 2009 HELL has gone from strength to strength. In 2012, despite a struggling economy, HELL achieved growth in group sales. Now with 64 stores nationwide, we're in a strong position to capitalise on this growth with improved resources and systems, and more calculated marketing strategies. Just ask our franchisees and they'll tell you.

No other brand in New Zealand has captured the attention of the public like HELL has. And, try as they will, no other pizza brand in New Zealand can match our premium gourmet menu comprised of the best fresh ingredients and our unique flavour combinations.

With a HELL franchise you'll get:

- Group buying power
- Powerful marketing campaigns with an instantly recognisable brand
- Robust systems
- Expert training, advice, and support
- Advanced IT systems
- Loyal customer database
- A business with attitude!



WHO THE HELL

So who the HELL are we looking for? Well first up, we need dedicated full time franchisees. HELL is an owner operated business so we expect you to be at the coal face serving customers, making pizza, doing the dishes, cleaning the ceiling, answering phones, and making money. If this is not you, all good, carry on eating HELL.

Traits of a successful HELL franchisee include:

- Passionate about damned good food and wicked service
- Passionate about retail
- Able to motivate and manage a small-medium team
- Keen to have fun and experience the pride and satisfaction that comes from running your own business
- Attention to detail
- Flexible working hours
- Sense of humour - although you probably wouldn't even have gotten this far if you didn't tick this box!

You don't need any specific skills or experience, but if you have previously managed people, worked in hospitality, or managed finances then all the better.



HOW THE HELL

Here's how the application & approval process works:

1. Scan and email your completed application form and confidentiality agreement to the General Manager (ben@hell.co.nz).
2. Ben will contact you to arrange an initial interview.
3. We arrange for you to spend 1-2 nights in a HELL kitchen. At this stage you can see if this is what you had in mind, and we get a quick assessment of your skills.
4. If purchasing an existing store, you can begin due diligence and negotiate a Sale & Purchase agreement. If setting up a new store you can begin searching for a site and planning fit-out.
5. You begin your training at a HELL store. Training can take anywhere in excess of 6 weeks, depending on how quickly you pick it all up.
6. Training testing / sign-off at our Head Office in Wellington
7. Sign your franchise agreement and complete the set-up / handover checklist.
8. Welcome to HELL!

