COMPANY INFORMATION

SuperTots Sports Academy

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FREQUENTLY ASKED QUESTIONS (CONT.)

Why should I franchise with SuperTots Sports Academy?

- Over 35 years of experience & brand power
- Top name in the youth sports industry
- Comprehensive training
- Marketing support
- Turnkey program
- State-of-the-art technology

What will I receive as part of the SuperTots Sports Academy franchise system?

Our sports offerings currently include soccer, basketball, volleyball, hockey & cheerleading. We are constantly evaluating demand for other sports and may expand offerings in the future. SuperTots programs are professionally designed for children ages 18 months to five years old.

Do I need prior industry experience?

No, you do not necessarily need experience in sports or child development. We look for franchisees who have strong business management skills, a positive attitude and a desire to help children, and a commitment to providing great customer service.

How much is the initial franchise fee and what is it for?

The initial franchise fee is $24,500. If you purchase multiple territories, each additional unit has a fee of $17,150 (30% discount). This fee funds our pre-opening support of your operation and your initial training. We also offer a second tier of pricing for smaller communities, priced at $11,500.

How much is the initial investment?

The estimated initial investment required ranges from $24,300 to $61,550 for a franchise. As with any new business venture, it is important that you have adequate working capital.

What is the term of the franchise agreement?

The initial term of your SuperTots franchise agreement is seven years, with four optional subsequent five-year terms.

How big are the territories?

Tier 1 territories have a population of between 150,000 and 250,000. Tier 2 territories have a population of less than 150,000. We will work with you to create and define each territory.

Does SuperTots Sports Academy offer a discount for U.S. Military Veterans?

Yes. To honor those men and women who have served in the U.S. Military, SuperTots offers a discount of 30% off the Franchise Fee.

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FREQUENTLY ASKED QUESTIONS (CONT.)

Does SuperTots Sports Academy offer any financing?

Because of the low franchise fee, we do not offer financing at this time.

Are there ongoing fees paid to the franchisor?

Yes. Franchisees in the SuperTots Sports Academy system pay a 9% royalty based on gross revenue with a yearly guaranteed minimum. The fee helps to fund our ongoing support services and the continued development of new products, services and systems.

- » Year 1 monthly minimum = $500
- » Year 2 monthly minimum = $700
- » Year 3 monthly minimum = $850
- » Year 4+ monthly minimum = $1,000

Where will I run programs?

With our help, you will create partnerships with local schools, private sports facilities, day cares, parks and recreation facilities, sports clubs, churches, JCC's, HOAs and other sports facilities.

Are there any marketing fees?

While there are no fees due to franchisor, franchisees are required to spend 3% of gross revenue on local marketing efforts.

What training will I receive?

We will provide you with two days of detailed training at SuperTots University prior to the date when you commence your business. There is no additional charge for this training service, but you must pay any travel and living expenses while attending the training. We will also provide two days of trainings in your territory. You will also receive ongoing support throughout the term of your agreement.

What about ongoing support?

We provide ongoing support service to you via phone, email, webinar, and on-site visits to your territory. We regularly update our operations manuals with new procedures and other information designed to improve operations for all franchisees. We are also available to conduct ongoing training programs.

Is there a technology fee?

Yes, $100/month that goes toward your website creation/maintenance, google ad word campaign and local Internet marketing.

What is the best time of year to start a SuperTots franchise?

Our business focuses on year-round programming, so you can start making money during any part of the year.

What are the next steps?

Call or e-mail today and we will start the process. You can get your franchise up and running in less than a month!

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