



International Expansion

The only franchise that uses **3** cleaning systems

The key to success

**EXCLUSIVE CONCEPT
QUALITY AND SERVICE
FIXED PRICE**

**Clean Master ecological
franchise which protects
your garments while
protecting the
environment.**



Ecological dry-cleaning machine with closed circuit, self-cleaning with computer DIALOG and IDROMATIC system for distillate cleaning, compliant with the strictest environmental standards



High-speed washing machine with the highest levels of washing quality, profitability and productivity.

Automatic dosing machines. Exact dosage - more effective in eliminating stains and saving electricity and water + **Optional Ozone machine**



Wet Cleaning . New, alternative washing system for all garments carrying dry clean only marking.

Clean Master Group
Your success is our main asset



1. The company and the sector
2. Business concept
3. Internationalisation strategy
4. Conditions of participation. Economic information
5. Custom projects
6. Time to opening



TRADITIONAL SERVICE, FIXED PRICE



Clean Master began its expansion plan in Spain back in 2001 with the aim of addressing the lack of traditional service and customer support found in the majority of franchises in dry cleaners' and laundrettes.

Since then, **Clean Master** has been behind over 30 successful franchises in the leading cities in Spain.

We are also already present in the Dominican Republic and Chile, where are currently opening new franchises across the American continent.



Given the growing interest from investors interested in our business model, **Clean Master** decided to start an internationalisation programme into new countries and to share this successful franchise concept beyond our borders.

THE CLEANEST COMPANY; THE MOST PROFITABLE FRANCHISE



- 1. Luxury service at an affordable price with our fixed rate.**
- 2. Ecological dry cleaner's with all our machinery certified.**
- 3. Franchise with the lowest initial investment on the market.**
- 4. Personalised service promoting the human factor.**

We stand out above the rest of the sector thanks to our top-quality service at economical prices and our global ecological commitment.

We offer both fast turnaround and the service you expect from a traditional dry cleaners. We also deal with businesses. All our machinery is certified to **ISO 9001 and 14001 standards**.

This is thanks to our flexible management model which offers a new franchising system for independent and semi-independent dry cleaners' with additional sewing and embroidery corners which offer high levels of profitability from low initial investment. Your customers will receive the service they deserve at an affordable price.



We believe in the human factor and make it one of our keys to success. We train our franchise holders to make sure they can provide excellent, personalised service for each and every customer.

COMPETITIVE OPENING PRICE

In line with our level of involvement in this international expansion, our objective is to ensure that local franchise holders are only responsible for minimal initial investment so that they can get the business off the ground and start learning this new trade.

We differentiate between two startup costs: the initial fee and the implementation costs. Both concepts consist of the following services:

- **Exclusivity and trademark assignment.**
- **On-site assessment:** our experts will travel to where you are to carry out market research to ensure that the roll-out is a success and to **develop your business in accordance with the local market.**
- **Brand launch plan.**
- **Preferential rights** to purchasing the **master franchise** after a minimum of 1 year of management.



WHAT DISTINGUISHES A CLEAN MASTER FRANCHISE?



Many franchises in the sector are only interested in growing exponentially and do not offer support, whereas **Clean Master** is focussed clearly on its team.

Experts in managing dry cleaner's.

Our track record of over 15 years is our guarantee. You may not know what a spotting unit is, but that's what the franchise is there for: to share our expertise with you to make your business run as smoothly as possible.

A big business family

Opening a **Clean Master** is much more than just opening a franchise: it is entering part of a large business family that firmly believes that your success is our success. All you need is the desire to become the best manager for your business. We only ask for your enthusiasm so that you can pass on the quality seal our brand represents.

We don't give NO for an answer.

Neither we nor our franchise holders should ever disappoint a customer with a NO. Clean Master will always offer and provide solutions.

We even bring you the customers

Our brand reputation and quality of service mean that we are always being contacted by companies requesting our dry cleaning service. We then distribute those customers among our franchise holders.

WHAT DOES A CLEAN MASTER FRANCHISE OFFER?

Market and feasibility study

Experts from our team will come to you to carry out market research to analyse profitability of your investment.

Selection and decoration of premises; machinery

Our decorators will help you plan the refurbishment of the chosen premises, the installation of machinery, the computer system and the furniture required for your franchise to operate optimally.

Corporate image & marketing

We are proud to expand our brand which embodies our philosophy of providing an ecological, economical and top-quality service. We are currently extending our marketing strategy and developing campaigns suited for each country.

Traditional training & manuals

We look forward to training you and your team both in how to use the machinery, products and processes needed for handling each fabric correctly and in optimum business management to provide the best service to your customers. We provide this training both at the very beginning and then through regular visits. We will also provide you with a series of manuals and updated newsletters to keep you informed of the latest developments.



WHAT DOES A CLEAN MASTER FRANCHISE OFFER?

Online help



Once up and running, we offer an online sales and technical support structure to help you solve via webcam any problems which might arise.

Supply of consumables

We supply the main consumables needed for dry cleaning, washing, wet cleaning and clothing repairs, taking advantage of economies of scale and volumes throughout the entire chain.



Customers

Our customers seek us out. More and more companies contact us to provide them with the service guaranteed by our brand.



OUR HUMAN CAPITAL

Our own franchise holders are our best advertisement. Let's hear from them about their own experiences.



Pablo Ramírez Rodríguez
Degree in Economics
First Clean Master franchise holder
Date of opening: 2003

“I used to work in banking. I didn't know a thing about dry cleaning, but I was interested in the business because I knew the personal service sector was going to grow rapidly”(...)

“I chose Clean Master because in the large franchise companies you're just a number. I also thought they had a fresh, green image and offered reasonable prices. And on top of that they even put you in contact with business customers. In fact, it's been these customers that have kept us going during these hard times”(...)

“I've seen supposedly more consolidated dry cleaning franchises close down all over my neighbourhood”(...)

OUR HUMAN CAPITAL



María García Zapata
Self-employed
businesswoman
Clean Master franchise
holder
Date of opening: 2009

“I looked on the Internet and I liked the image and the personal treatment(...) They got right back to me(...) It was a very exciting experience (...) The years have just flown by (...) They offer me work from companies, but sometimes I'm so busy I just can't take them on! I hope to expand mid-term(...)

“I didn't know anything about this profession. But I went to visit them and they helped me a lot. They taught me a lot(...) It was difficult at first, but I could always count on them (...) The most difficult thing is distinguishing between different fabrics. I would show them clothing over the webcam and they told me how to clean it. There was lots of frustration, but also laughter, but eventually I got the hang of it”(...)

“You have to be prepared to work, but they help a lot (...) I really only have good things to say about them” (...)

“I haven't received one single complaint” (...)

OUR HUMAN CAPITAL



“...we believe strongly in protecting the environment and only use processes and technology which are environmentally-friendly. Our water and electricity consumption is very low as the machinery is state of the art.

This is why **Clean Master** offers the cleanest business model and the most modern franchise”, explain Luís Martínez Toro and Wilda Medina de Martínez, owners of Clean Master Santo Domingo (Dominican Republic).



Wilda Medina
Businesswoman and investor.
Clean Master franchise holder
Dominican Republic.
Date of opening: 2012



ADDITIONAL SERVICES WHICH INCREASE REVENUE

Clean Party. Total cleaning for party dresses, wedding gowns, communion or christening gowns and gems.

master bordados
PERSONALIZADOS Personalised embroidery services. Independent business models from **23.900€.** / **26.530 \$(USD).**

Clean Home. Cleaning at home of upholstery, carpets, sofas, etc.

Clean Business. Professional cleaning services for businesses and groups.



Clean Rugs/Carpets. Cleaning of all kinds of rug/Carpets. Independent business models from **98.950€.** / **109.535 \$(USD).**

Clean Classic. Starching of shirts, linen, bed clothes, etc.

master costura
ARREGLOS DE ROPA . Replacing zips and buttons and taking up hems, etc.

Clean Leather. Cleaning all types of leather (suede, synthetic, fine leather, peccary, etc.), giving them a finish you will not find anywhere else on the market; waterproofing service (garments) keeping them cleaner for longer.

* 1 € = \$ 1.11 (USD) Ene. 2016
The base amount is in euros.
The dollar value is solely indicative.

clean master
SELF-SERVICE

- Premises from just 40 m².
- No staff required.
- Easy management and follow-up.
- Constantly growing business.
- Gross margin: 80%.
- Modular business.
- Domotics (depending on model).



Models from 79.300 € / 88.025 \$(USD)*

master costura
CLOTHING ALTERATIONS

- Complementary franchise.
- Possibility of independent franchise.
- Reduction in costs.
- Attract more customers
- Repairs on all kinds of garment.
- Possibility of expanding **master bordados**
- Premises from just 25 m².

Model corner from 33.800€ / 37.520 \$(USD)*

This flexible, modular franchise system means that any businessperson who wants to expand their business can do it in a way that is best for them while keeping open other possibilities for developing or reorienting the business in accordance with market demands and increasing revenue gradually without running too great a risk.

If you expand your business unit with a self-service, semi-automatic and/or master sewing franchise model upon opening, you will benefit from paying only one initial fee.

* 1 € = \$ 1.11 (USD) Ene. 2016
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DIRECT FRANCHISE. GLOBAL CLEAN MASTER



After carrying out a meticulous study of the international market, and independently of the business flexibility we have been talking about, we consider that the most appropriate business model to start this expansion phase is the direct international franchise. This model allows us to offer a more personalised service to our franchise holders in order to ensure business success.

First and foremost we believe our local partners should understand how this profession operates and is managed in detail. This is the only way to ensure quality levels for our brand in order to ensure successful expansion such as that seen in Spain.

Our aim is that the global franchising network starts with the exclusivity of one single centre offering all cleaning/dry cleaning and repairs services (**master integra** + **master costura**). We believe this is the best formula to publicize our strong business model. This decision is negotiable depending on the market and investor.

There are markets where we recommend several simultaneous centres be opened for brand positioning and revenue reasons. The contract in this case will be multi-franchise.

CLEAN MASTER INTEGRA+SEWING PLANS AND BUSINESS AREAS

minimum area = 120 m² (depend on the size of the shop)

Drying area

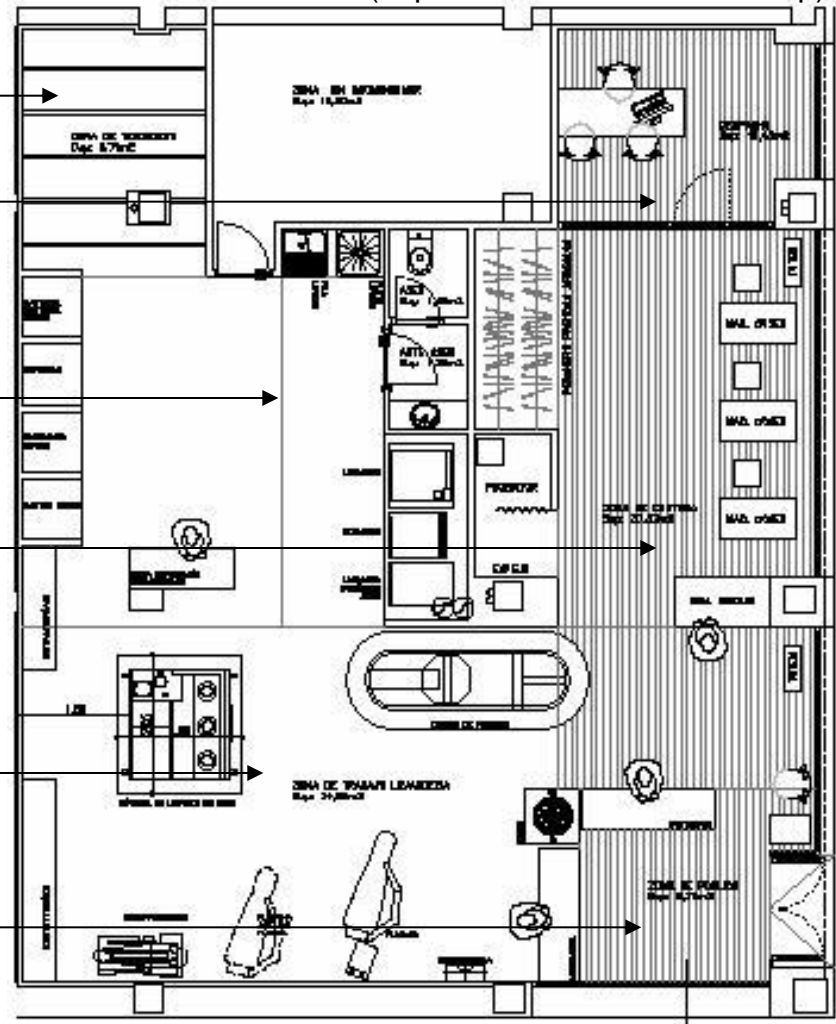
Office area

Washing area (water machines) + ozone

Master Costura + Master Bordados (optional)

Dry cleaning, irons, clothes rail, spotting unit, reception desk and packaging

Public area



Investment model: **clean master** (laundry + wet cleaning system).
WET CLEANING

Machinery

WET CLEANING
14 kg high-speed washing machine
Wet Cleaning system
Steam generator
Stain remover
17 kg dryer
Automatic soap dispensers
Wet Cleaning ironing mannequin
Suction/blow iron + steam gun
Conveyor belt
Packaging machine

64.900,00 €
72.025,00 US\$*

Modification & furniture

WET CLEANING
Outside signs
Stand
Welcome desk
Rack
Indoor signs
Engineer
Consumables
POS

12.670,00 €
14.065,00 US\$*

Investment model: **clean master** (dry cleaning + laundry system).
DRY CLEANERS

Machinery

MASTER 10
10 kg dry cleaning machine
14 kg high-speed washing machine
Steam generator
Stain remover
17 kg dryer
Automatic soap dispensers
Suction/blow iron + steam gun
Conveyor belt
Packaging machine

85.000,00€
94.350,00 US\$*

Modification & furniture

MASTER 10
Outdoor signs
Stand
Welcome desk
Rack
Indoor signs
Engineer
Consumables
POS

13.300,00 €
14.765,00 US\$*

* 1 € = \$ 1.11 (USD) Ene. 2016
The base amount is in euros.
The dollar value is solely indicative.

Investment model: **master integra** (dry cleaning + laundry + wet cleaning system).
INTERNACIONAL

Machinery

Master INTEGRA	
15 kg dry cleaning machine	
Stain remover + Steam generator	
19 kg HS washing machine	
Wet Cleaning system	
17 Kg dryer	
Automatic soap dispensers	
Wet Cleaning ironing mannequin	
2 Suction/blow irons + steam gun	
Conveyor belt + Packaging machine	
Ecological Ozone Generator	

106.200,00 €
117.885,00 US\$*

Modification & furniture

Master INTEGRA	
Outdoor signs	
Stand	
Welcome desk	
Rack	
Indoor signs	
Engineer	
Consumables	
POS	

13.300,00 €
14.765,00 US\$*

Investment model: **master costura**
ARREGLOS DE ROPA

Machinery

Master Costura	
Straight stitching machine	
Overlock machine	
Invisible stitching machine	
Benches + accessories	

17.100,00 €
18.980,00 US\$*

Modification & furniture

Master INTEGRA Costura	
Outdoor signs	
Stand	
Welcome desk	
Furniture	
Outdoor signs	
Consumables	
POS	
Displays - haberdashery	

16.700,00 €
18.535,00 US\$*

Investment model: **master bordados**
PERSONALIZADOS

Embroidery machine
Accessories

23.900,00 €
26.530,00 US\$*

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clean master
WET CLEANING

	Euros	Dollars
Wet Cleaning	77.570,00	86.102,70
Fee	10.500,00	11.655,00
Implementation costs	11.800,00	13.098,00
Total investment	99.870,00	110.855,70

clean master
DRY CLEANERS

	Euros	Dollars
Master 10	98.300,00	109.113,00
Fee	10.500,00	11.655,00
Implementation costs	11.800,00	13.098,00
Total investment	120.600,00	133.866,00

master integra
INTERNACIONAL

	Euros	Dollars
Master integra	119.500,00	132.645,00
Fee	10.500,00	11.655,00
Implementation costs	11.800,00	13.098,00
Total investment	141.800,00	157.398,00

master costura
ARREGLOS DE ROPA

	Euros	Dollars
Master costura	33.800,00	37.518,00
Fee**	10.500,00	11.655,00
Implementation costs	11.800,00	13.098,00
Total investment	56.100,00	62.271,00

* Civil engineering, taxes and duties not included.

** The advantage of incorporating the **MASTER COSTURA**® and **MASTER BORDADOS**® brands is that they are excluded from the initial fee we apply in Spain. We provide the brand and training with no additional costs.



Implementation costs:

Travel and accommodation costs. We envisage two visits (see timing).

- 1.- (5 days) modification studies, business plan, market research and adaptations according to the local business model. Study and negotiations for possible sites.
- 2.- Training plan (10 days) in target market and support during opening period.

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ECONOMIC INFORMATION: Profit and loss (Data provided by international Franchisee)

YEAR 1		
REVENUE	US\$	%
Sales	198.729	100%
Average items/day	104	-
Direct costs		
Total	23.278	12%
Gross margin		
	175.451	88%
Structural costs		
Salaries+soc. security	35.560	18%
Lease	30.525	15%
Telephone + Internet	1.000	1%
Administrator(accountants/payslips)	1.450	1%
Insurance	600	0%
Subcontracting	2.405	1%
Maintenance	1.987	1%
Operational royalties	6.660	3%
Publicity	Optional	-
Total costs		
	80.187	40%
EBIT		
	95.264	48%

Dry cleaning sales (including sewing corner)



- 1.- Estimate of revenue and structural costs in USD\$.
- 2.- Operational royalties and marketing: **€500 /month.**
- 3.- Local publicity **optional: \$500/month.**
- 4.- All of the amounts given are estimates and will be adapted to each country/market. Estimates based on our experience.

Direct costs: packaging, consumables, electricity, water.

Return on investment: between 1.5 - 2 years.

SERVICES PROVIDED FROM OPERATIONAL ROYALTIES AND MARKETING:

- 1.- Use of the **Clean Master brand** licence throughout the entire contract period.
- 2.- **Exclusivity in your area** throughout the entire contract period.
- 3.- Technical advice on handling garments and special services.
- 4.- Permanent telephone, email and webcam support.
- 5.- **Intranet** service with direct access to the online **management report**, backup copies of databases and email, and management of visits to **your premises**.
- 6.- **Newsletters** and **reports on the latest developments**, trends and changes in the business and in the dry cleaning sector at an international level.
- 7.- **Web page**: satellite location of each franchise, positioning in Google and other search engines to drive individual and business clients, possibilities for local franchises and candidates for job offers.
- 8.- **Purchasing and economies of scale** to negotiate with providers
CLEAN MASTER consumables and machinery for managing local maintenance.
- 9.- Designs for **advertising and marketing tools** to find new customers and ensure customer loyalty.
- 10.- **Press office** for producing press releases for the local and national media.

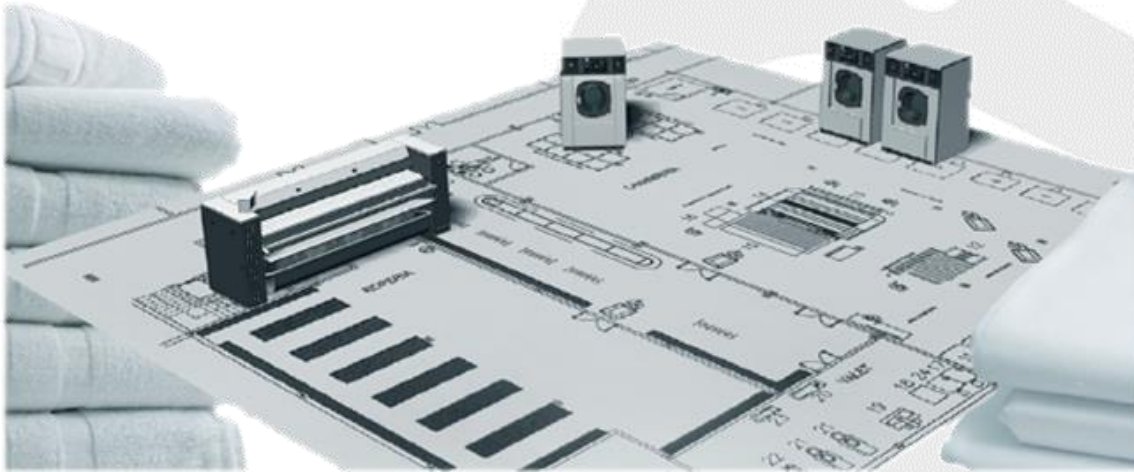
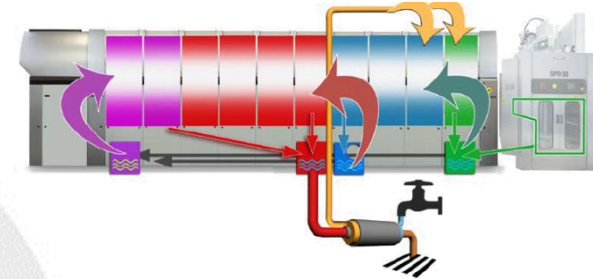


www.cleanmas.com



Ecological Industrial Laundry

We develop customized industrial laundry projects, tailored to the needs of each client, seeking profitability, efficiency and maximum ecological character in all our facilities.



Industrial laundries require special processes and equipment able to ensure maximum hygiene, removal of dirt and finish that your customers demand.

The wide range of available equipment allows us to provide a specific solution to your needs.

One same process can't be used to clean work uniforms, suits for mining or firefighter. Our team will review your project and verify its specific needs to provide the necessary machinery that allow you provide the service with the level of productivity and profitability that your business requires. Always taking care of the environment.



Once you have acquired experience in managing and operating a direct international **Clean Master** franchise, we offer two local expansion models as described below:

1.- Master franchise.

Our idea is to evaluate a country's local potential for expansion. After having received the correct training, the international franchise holder will start to develop their own network of **Clean Master®** franchises according to the models and formats we establish together.

We also work together to draw up in advance a development plan in which we can quantify the financial obligations of the prospective franchise holders (initial fee and royalties) as well as a management plan.

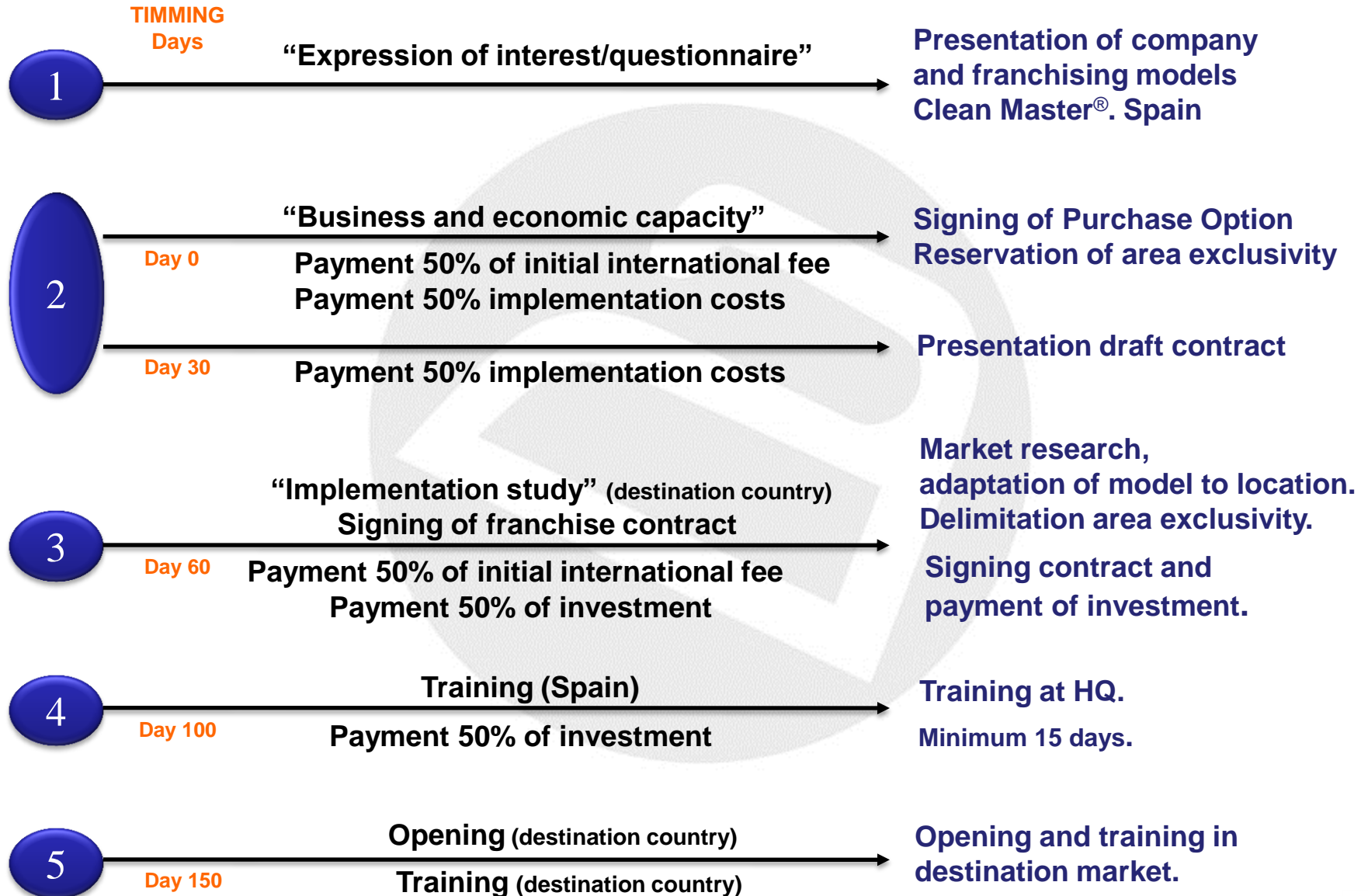
The Master franchise then becomes the local franchisor in the agreed country or region.



2.- “Joint Venture”.

We suggest using the “country development” method. In this case, the local franchise holder becomes a partner with specific sales and support functions. They will then provide support during the selection process for potential franchise holders and share with us certain functions in the areas of training and local support.





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