

WHY BECOME A **Hog-N-Bones** FRANCHISEE? BREAKFAST & BBQ

BECAUSE WE OFFER WHAT YOU NEED.

Our franchise model focuses on your strengths:

Are you new to business?

The journey of a thousand miles starts with a single step. You may be new to business, but you have strengths: an entrepreneurial spirit, an enthusiasm for work, and a desire to walk into your business, look around, and tell yourself with pride, "I built this. This is mine."

Start the journey and see where it can lead. Fill out our "Franchise Inquiry" form: it takes only a minute.

Are you an experienced restaurateur?

Hog-N-Bones offers tremendous opportunities for experienced restaurant professionals. The Hog-N-Bones system features low startup costs, low operating costs, and high profit margins.

We offer generous territories and the opportunity for multi-unit development.

Fill out our "Franchise Inquiry" form and see what makes us different.

Are you an investor?

Investors have an opportunity with Hog-N-Bones. We offer you the ability to earn a solid return on your investment.

You want to run restaurants, but at a higher level? That's fine. With multi-unit development, you are not running restaurants: you are running a business that runs restaurants.

Fill out our "Franchise Inquiry" form, and we will contact you promptly. If you like, we will send you our Franchise Disclosure Document containing our financial projections. See for yourself what we can do for you.

IT'S THE BEAUTY OF THE HOG-N-BONES FRANCHISE MODEL: WE ARE IN THIS TOGETHER.

THIS ADVERTISEMENT IS NOT THE OFFER OF A FRANCHISE. WE WILL NOT OFFER ANY FRANCHISE FOR SALE UNTIL: (I) YOUR STATE HAS DULY REGISTERED OUR FRANCHISE OFFERING OR DULY EXEMPTED OUR FRANCHISE OFFERING FROM REGISTRATION, IF YOUR STATE REQUIRES REGISTRATION OR EXEMPTION; (II) WE HAVE DELIVERED OUR FRANCHISE DISCLOSURE DOCUMENT (OUR "FDD") TO YOU IN COMPLIANCE WITH APPLICABLE LAW; AND (III) WE HAVE RECEIVED A RECEIPT FOR THE FDD.

FRANCHISING FAQ

Is Hog-N-Bones Right for Me?

Q: What kind of franchisee is “right” for Hog-N-Bones?

A: We want Hog-N-Bones franchisees to be the most successful franchisees in the restaurant industry. We have structured the Hog-N-Bones franchise opportunity to meet the needs of a wide variety of franchisees, from people who have never operated a business of their own, to experienced restaurateurs, to investors.

Q: I have never operated a business of my own. Why is Hog-N-Bones right for me?

A: We will provide you with training and with opening assistance. We will provide you with the information you need to get started. We will provide you with the ongoing assistance you need to develop and operate your Hog-N-Bones franchised business. Our goal is to help you become a skilled and experienced business professional.

Q: I am an experienced restaurateur. Why is Hog-N-Bones right for me?

A: We offer the public a superior product. The terms of our relationship are fair and balanced. If you and we agree, we will offer you the opportunity to develop multiple Hog-N-Bones restaurants in other territories. We want to make you a success in every aspect of your Hog-N-Bones business.

Q: I am an investor. I do not want to be a hands-on operator. Why is Hog-N-Bones right for me?

A: You may operate your Hog-N-Bones restaurants through a management team, if you want to do so. If you want us to introduce you to prospects who would like to be involved in hands-on operation, we will do so.

Q: Where can I find key information about the franchise; e.g., copy of the Franchise Agreement, a summary of fees, and other information?

A: We provide some information below. We will also provide you with the Hog-N-Bones Franchise Disclosure Document (the “FDD.”) The FDD contains more detailed information. Of course, we are always happy to discuss the Hog-N-Bones franchise opportunity with you in-person or over the phone. We are here to help.

The Process

Q: What do you need for Hog-N-Bones to approve me as a franchisee?

A: We will ask you for financial and other background information. We can usually approve you as a franchisee the same day we receive the last item of information that we request.

Q: How long does it take to open a Hog-N-Bones restaurant?

A: It will take about ten to twelve months from the date you sign the Franchise Agreement until you open your restaurant for business. This time will depend on a number of variables, including site avail-

ability.

Q: When will you provide me with training?

A: We will train you before you open your restaurant.

Dollars and Fees

Q: How much is your initial franchise fee?

A: \$25,000 for a single restaurant.

Q: What is your royalty percentage?

A: 6% of your gross sales.

Q: What is your national advertising fee?

A: Currently 0.5% of your gross sales. We have the right to increase it to 3.0% of your gross sales. This fee allows us to fund our ongoing development of food and beverage items. It also funds the production of advertising material, and the development of our websites, social media sites, and other referral sources.

Q: How much will my initial investment be?

A: The estimated initial investment to open a Hog-N-Bones restaurant ranges from \$1,702,000 to \$2,114,000.

Q: Does Hog-N-Bones offer financing?

A: We will introduce you to an independent third-party lender, if you ask us to do so. We do not offer financing ourselves.

Q: I want to have plenty of time to make back my investment. How long is the term of the Franchise Agreement?

A: We give you a long term. The initial term of your Hog-N-Bones franchise is 20 years. We also grant you two additional 10-year options for renewal.

Markets and Locations

Q: Can I operate more than one Hog-N-Bones?

A: We encourage you to do so. Multi-unit development is a part of our franchise program. Multi-unit development allows you to manage your operations more effectively, to maximize your revenues, and to use your resources more efficiently.

Q: How do I know which territories are available?

A: We will ask you for a list of areas where you may want to develop your Hog-N-Bones restaurant. If you submit a list of proposed areas to us, we will work with you to help you get the area you want.

Q: Do you have any opportunities for international franchisees?

A: Our long-term plan includes international franchising. However, we intend to focus on development in the United States until the appropriate time.

Staff and Staffing

Q: Do I need to work in my restaurants on a daily basis?

A: No. You may operate your restaurants yourself or through a management team. Obviously, we recommend as much hands-on involvement as you can devote to the business: nobody cares about a business more than its owner. However, we offer you the flexibility to operate your business as you deem appropriate.

Q: How many employees does it take to operate a Hog-N-Bones restaurant?

A: You can expect to have 30 to 45 full-time and part-time employees.

Site Selection and Square footage

Q: What should I look for in selecting a restaurant site?

A: Once you become a Hog-N-Bones franchisee, we will provide you with site selection criteria.

Q: What is the average size of a Hog-N-Bones restaurant?

A: Hog-N-Bones restaurants range from 4,000 to 5,000 square feet.

Q: Where do I buy my equipment?

A: We will provide you with a list of equipment you will need, and our list of approved suppliers. We will help you place your orders.

Q: What are the requirements for interior décor and materials?

A: Hog-N-Bones restaurants are decorated to our specifications. The décor and materials will be simple and aesthetically pleasing. We want to keep buildout costs low, and to have a clean and efficient space for guests. We also want restaurants to be easy and inexpensive to maintain.