



FRANCHISE

Together we handle the world

THE PALLETBIZ FRANCHISING CONCEPT

Our value proposition to prospective PalletBiz Franchisees

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Abbreviations

AQ	Accession Questionnaire
CiP	Clearance in Principle
FA	Franchise Agreement
MoU	Memorandum of Understanding
NDA	Non-Disclosure Agreement
PAPP	Preliminary Accession Preparation Plan
SAQ	Self-Assessment Questionnaire

PART I – WHO ARE WE?

Introducing PalletBiz and our Franchise Concept

Some key indicators – PalletBiz in numbers

- ✦ PalletBiz Franchising Zrt. (JSC) is the Franchisor & mother company of the Group, headquartered in Budapest, Hungary.
- ✦ PalletBiz, which started in 1998 in Europe, is a fast-growing **Franchise network** within the industrial **Wood and Metal Packaging & Handling** sector, comprising a growing number of production units and distribution depots. We deliver **premium, sustainable, one-call-for-all and cross-border solutions**, enhanced by relevant services and consultancy.
- ✦ PalletBiz lives by standards set by universal certificates (incl. **ISO 9001 & 14001**) and industrial licenses (incl. **EUR/EPAL, UIC, ISPM-15, FSC, etc.**) in all its companies, where this is believed to be relevant.



Core values & corporate statements

★ **Vision:** To be an increasingly strong **contributor to the local communities** in which we are operating. Living by and respecting our **corporate and social responsibility**, while aiming to be among the **Top-10 providers** of quality packaging and handling materials and related consulting services – with a solid footprint in **EMEA** and emerging footprint in North America – by 2024.

★ **Mission:** By combining and leveraging of the increasing **network strength** – we strive to offer **Premium Packaging & Handling solutions** for cross-border clients as a “**one-call-for-all**.” PalletBiz’s mission is further to be a “**lean and green network** that considers its corporate, social as well as environmental responsibility – all while satisfying **shareholder interest**.”

★ **Core Values:** We believe in a very simple set of core values that guide our approach to doing business across countries and cultural differences. We do our utmost to apply these corporate core values in all PalletBiz business activities and relationships with our Clients, Suppliers, Franchise Partners, Employees and other relations.

✓ **OPENNESS** ✓ **LOYALTY** ✓ **PROACTIVENESS** ✓ **WIN/WIN ATTITUDE**



A sustainable path to commercial success

- ✓ Sustainability perspective is fundamentally integrated into our corporate strategy, as well as mission and vision.
- ✓ The overall business objective is to achieve a stable position as an **established provider of premium, sustainable industrial packaging and handling solutions** with a widely ranging product and service portfolio.



For PalletBiz, sustainability is not just low-grade consideration at the side, but an item on the C-level agenda as it shall become the core enabler and driver of our commercial success.

OUR AREAS OF STRATEGIC SUSTAINABILITY RELEVANCE



Eco-efficiency in the production, supply chain and transport



Sustainable product development via the principles of 3R and circular economies



Responsible raw material consumption and sustainable waste management



In 2021 PalletBiz was awarded the prize for our outstanding strategic solution on applied corporate sustainability at the IFUA Green Controlling Award!

Summarized in a 2-minute video



Localized video for each language
in the making –
so far available in:

EN



DE



AR



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PL



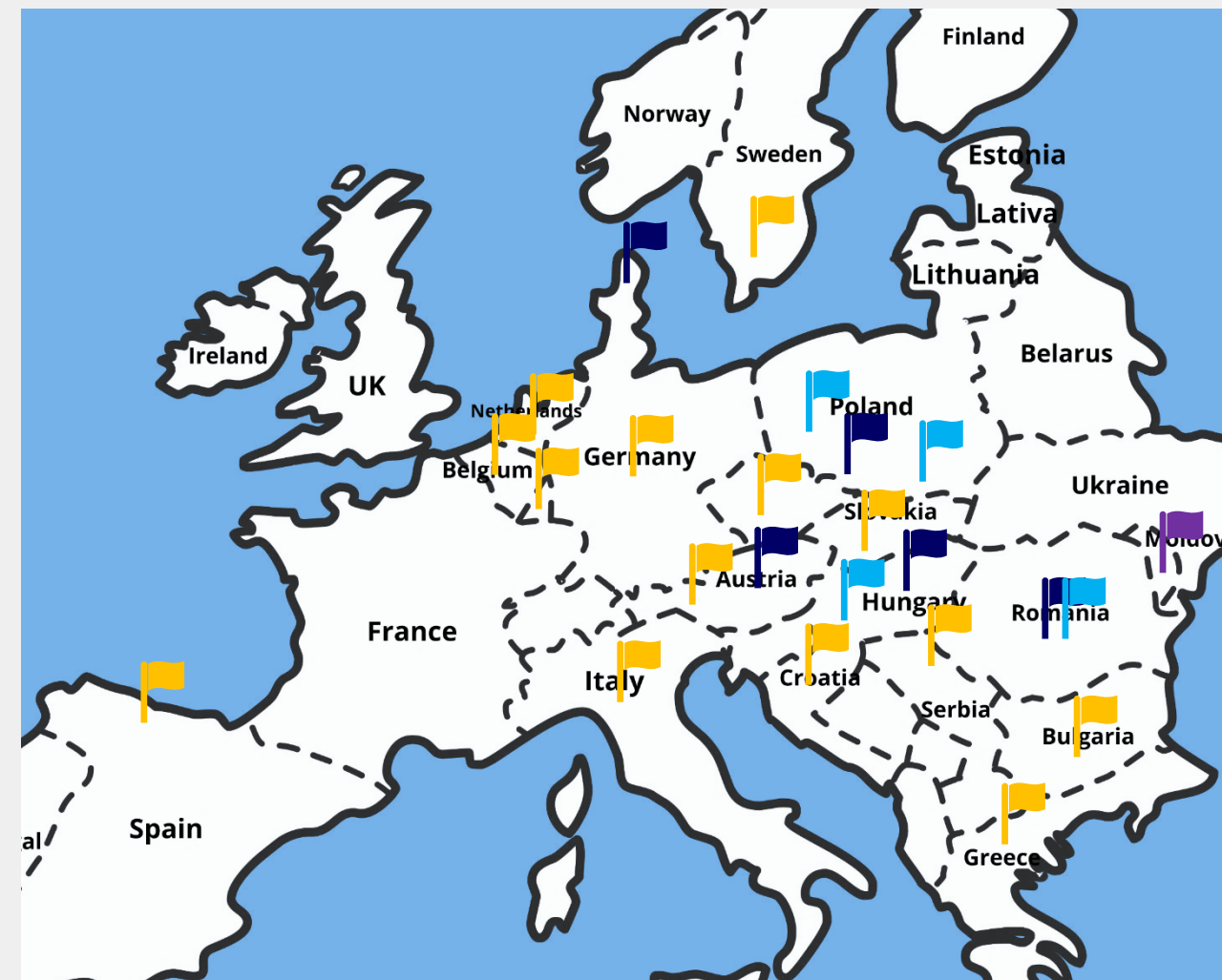
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PART II – WHAT ARE WE LOOKING FOR?

Our strategic plans and objectives

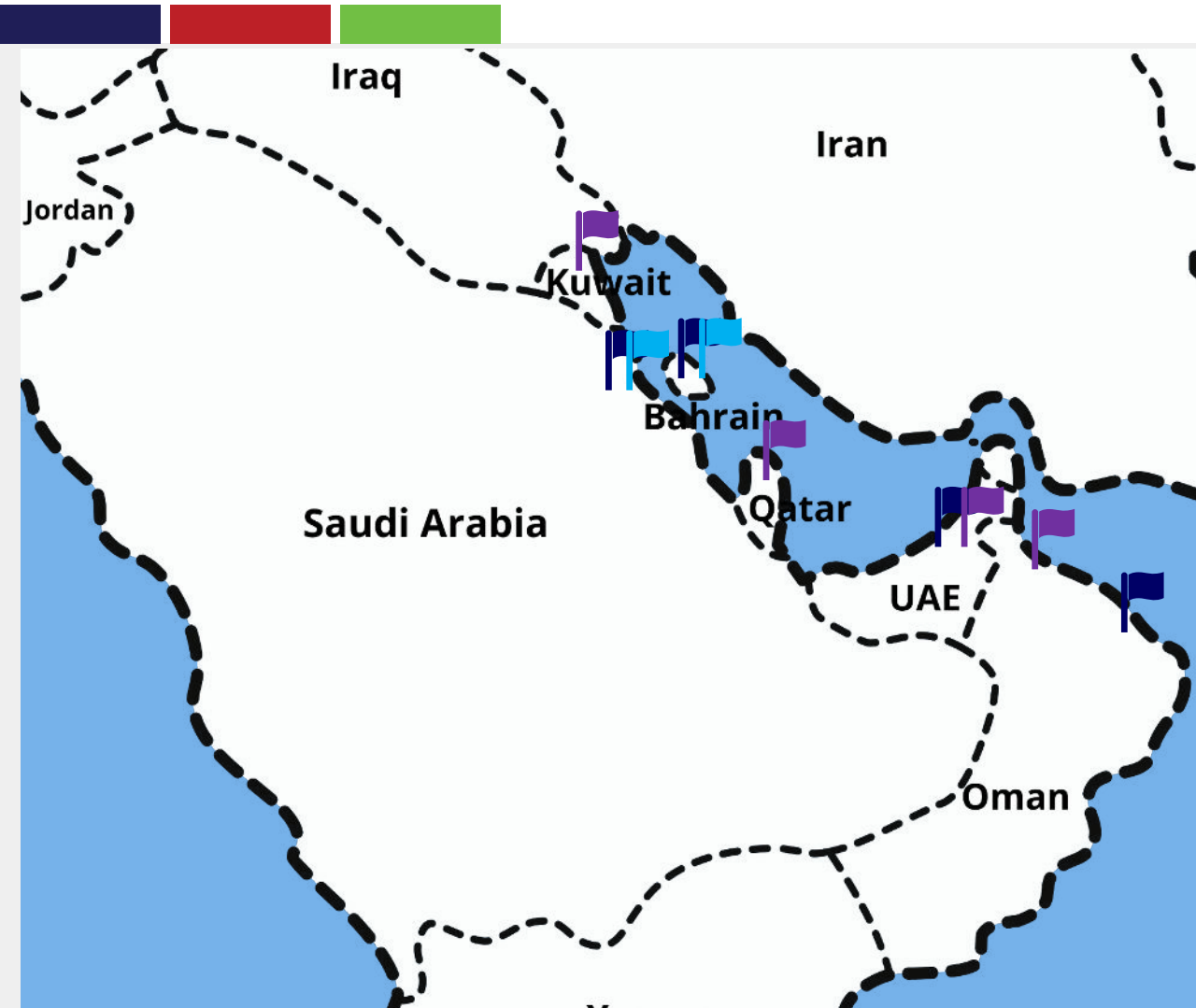
PalletBiz footprint: Europe



Ledger:

- Established PalletBiz entity (Regional back office & Customer Support)
- Established PalletBiz operation (Franchise / Capacity Lease / PAP)
- Franchise accession in progress
- Area of interest / Active pursuit

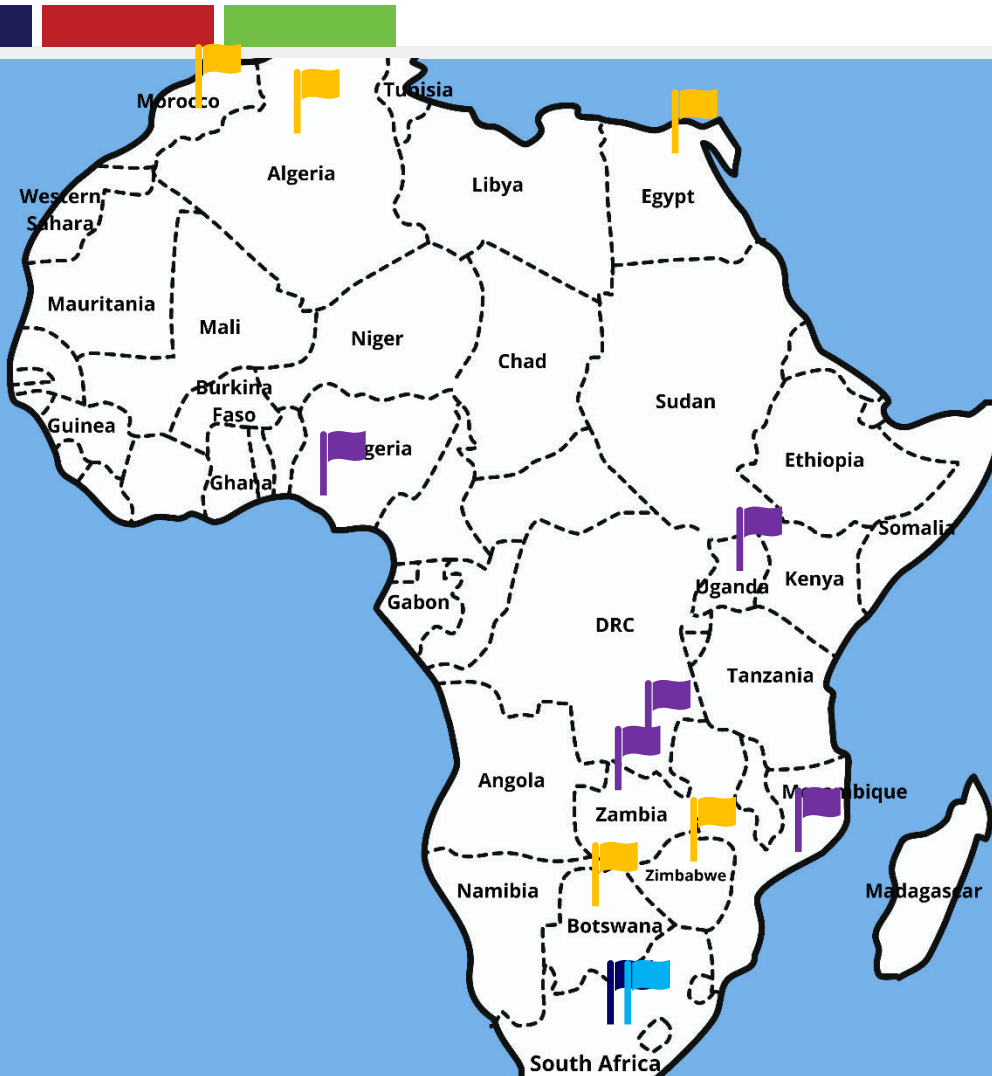
PalletBiz footprint: Middle East



Ledger:

- Established PalletBiz entity (Regional back office & Customer Support)
- Established PalletBiz operation (Franchise / Capacity Lease / PAP)
- Franchise accession in progress
- Area of interest / Active pursuit

PalletBiz footprint: Africa



Ledger:

- Established PalletBiz entity (Regional back office & Customer Support)
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Rolling strategy: Members in our Partnering Universe wanted!

We are significantly **expanding our operational footprint within EMEA** by **franchising the PalletBiz Business concept**, and thus **extending our unique value proposition** to a snowballing client base that is secured by our growing market share.

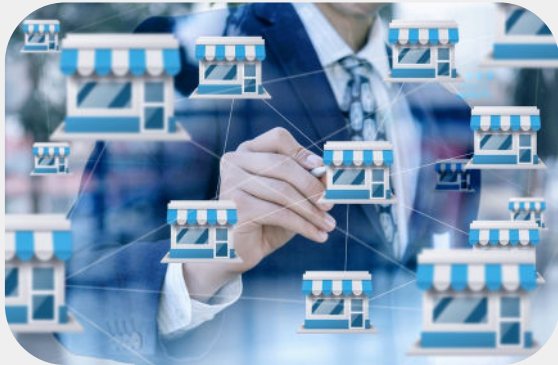
In PalletBiz we work with various types of partnering on multiple levels, including

- Master **Franchisees**
- Country **Franchisees**
- **Approved Partners** (i.e., nominated suppliers)
- **Local suppliers**



By establishing more Franchisees and securing more Partners throughout our existing and future network we expect to achieve a unique infrastructure and leading position on the Material Handling & Handling Materials market, supported by the collective, compounded power of the PalletBiz Group – linked by our shared concept, The PalletBiz Way©.

What forms of Partnering are we currently applying?



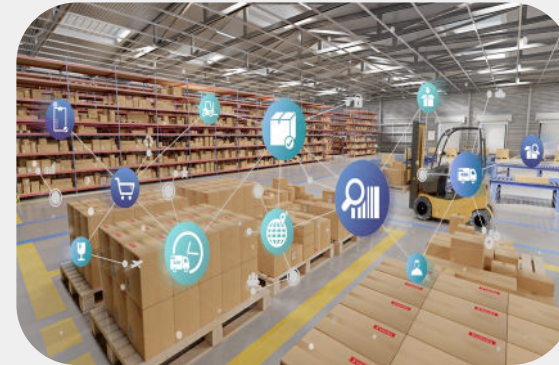
MASTER FRANCHISE

Master Franchisees are mainly Regional Development companies that are typically a subsidiary of the Franchisor in a joint venture with a major (Country) Franchisee in the region, and are responsible for **developing** and coordinating the activities of the regional Franchisees.



COUNTRY FRANCHISE

A Country Franchisee typically owns a Factory and/or a Repair Center - or will establish/improve such facilities with the assistance of the Franchisor / Master Franchisee. The Country Franchisee is marketing and selling in the trade name of PalletBiz and has **exclusivity** to all sales within its agreed territory.



APPROVED PARTNERS

An Approved Partner is a nominated supplier with a strategic commitment to Franchisees. They enable all Franchisees to have **access** to the same wide product and service offerings, and can operate, a.o., as production facilities, storage & repair depots, or (return) logistics providers.



LOCAL SUPPLIERS

A local supplier is typically the essential source of or channel to our products and services, including raw material suppliers, transport providers, machinery and equipment manufacturers, etc. The overall quality of our products is dependent on our **reliable** and trustworthy value chain.

PART III – WHAT'S IN IT FOR YOU, AND FOR US?

Our value proposition, offer and requirements

What are (some of) the advantages of being a Franchisee in the PalletBiz Network?



OUR UNIQUE VALUE ADDS:

- ❖ **Quality** branding & premium products & services
- ❖ Expanding the **network of „the best“** for increased service coverage to PalletBiz International Key Account clients
- ❖ **Market penetration** in co-operation with local market entrepreneurs & experts
- ❖ **Supply chain** optimization across borders
- ❖ Expanding the **product mix**

How do you know if you could be(come) our potential Franchisee?

Does any of the following describe your business?



Your business activities are related to the (industrial) **Packaging & Handling Materials** sector and you want to **scale up** your operations.



You are not afraid to dream big and are **willing to invest** in your growth plans that follow a strategic business development approach – including **financial and human resources**.



You own or operate a **pooling company and/or repair center** related to the Packaging & Handling Materials industry – or wish to establish/improve such facilities.



Your business is located in a **logistically advantageous area** that also corresponds with our strategic & operations planning (see slides 10-12).



You own or operate a factory/production company in the **timber / wood, sawmilling or similar, relevant industry** – or wish to establish/improve such facilities.



Your current annual turnover is between **EUR 500.000 – 1.500.000**, and you wish to see further, exponential growth.



Your operations are currently staffed with **5-20 employees**, including persons both in office and in manufacturing.



You are already operational in most processes, but are interested to become **more efficient, sustainable, and profitable** through structured quality management systems.

PART IV – WHAT ARE THE NEXT STEPS?

Our call-to-action

What next? – Getting started

Based on a mutually continued interest, we ask You to take part in the following steps:

You fill and submit our
*Accession
Questionnaire*

You are contacted
by your PalletBiz
representative

You are invited to
an initial IP
conference

We determine
mutual interest &
partnering
options

THANK YOU

Contact



Lilla Zombori

Head of Sustainability & Franchising

lz@hu.palletbiz.com | (+36) 20 397 3954



Thomas Gents

Group COO & Corporate Managing Director

tg@dk.palletbiz.com | (+45) 2224 1666



Tamás Oláh

Franchising Coordinator

to@hu.palletbiz.com | (+36) 20 398 5987

COMPANY MASTER DATA

Company name: PalletBiz Franchising Zrt.

Address: Kálmán Imre utca 1.
HU-1054 Budapest

Company reg. no.: 01-10-140754

VAT no.: 27905726-2-41

EU VAT no.: HU27905726

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