

Join the  
**Success Story**, and  
be part of our continued  
growth by becoming a  
**PalletBiz  
Franchise Partner**

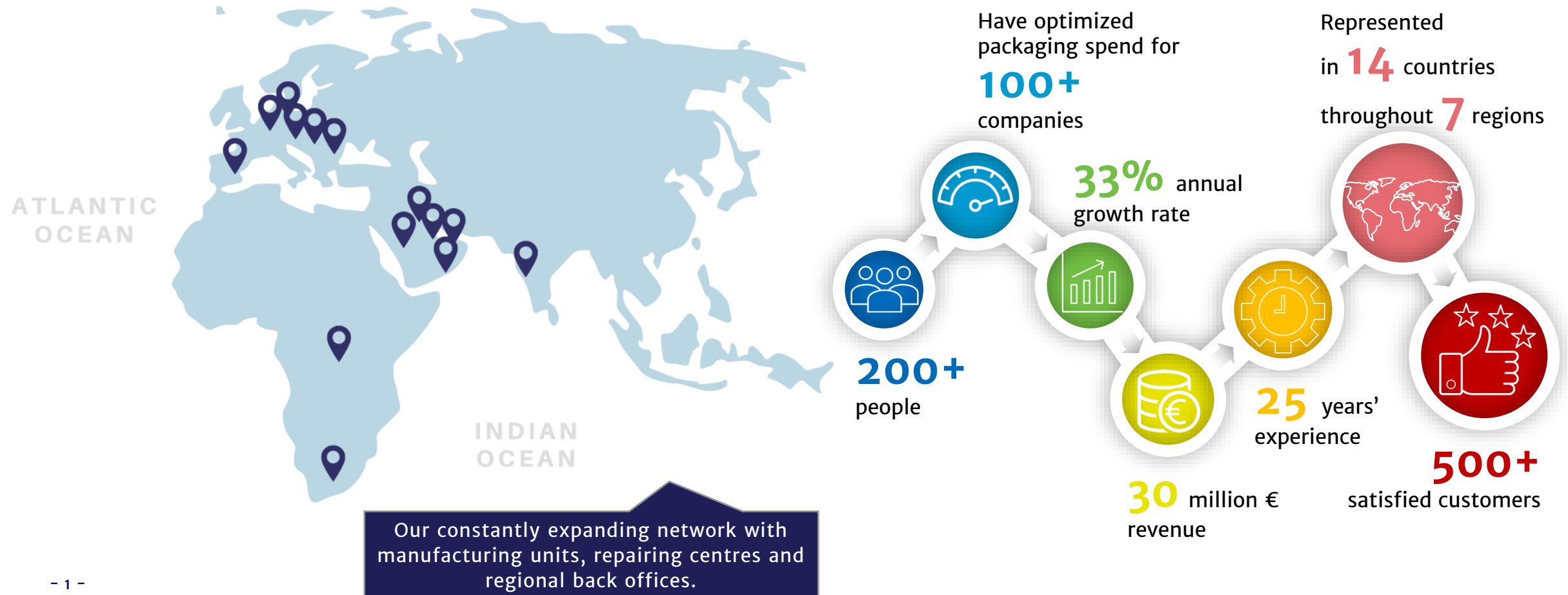


**FRANCHISE**

# About PalletBiz:

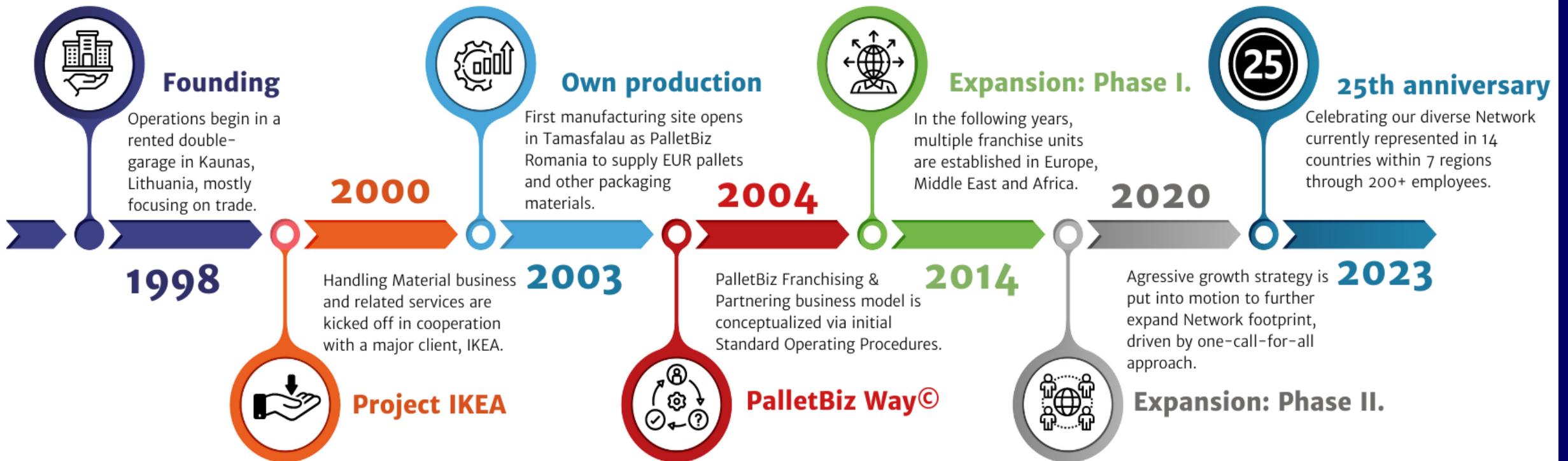
## Facts & Figures

PalletBiz is a fast-growing **Franchise network** within the industrial **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 with a solid footprint in **EMEA** and emerging footprint in **North America** by 2024.



# The PalletBiz Story: From Humble Beginnings to a Global Player

Growing from a small family-owned business of Scandinavian origins into an international Franchise Network, we have remained dedicated to our vision of serving our stakeholders through quality and sustainability on an increasing footprint. Together we handle the world!



What We Stand for:

# Corporate Values & Mission

„Our mission is to be a customer-centric and driven **network** that considers its corporate, social as well as environmental responsibility – all while satisfying **shareholder interest**.“



## OPENNESS

We believe in open communication and transparency with our colleagues, Partners, and Clients.



## PROACTIVITY

We strive to be proactive in identifying challenges and opportunities; and take proactive steps to address them.



## LOYALTY

Loyalty to suppliers, customers, and franchisees is unwavering, and is the foundation of all our relationships.



## WIN-WIN

We believe in mutually beneficial partnerships and are committed to creating win-win for all stakeholders involved.

Testimonials:

# What Are Our Franchisees Saying?

Watch as our **Franchisees** share their experience, and get an inside look at the **impact, benefits and results** they've seen from partnering with PalletBiz:



**ROMANIA**



*Accession: 2003*



**SAUDI ARABIA**



*Accession: 2016*



**BAHRAIN**



*Accession: 2019*

# Marketing & Branding:

## Stand Out and Succeed

Our branding guidelines provide a clear and consistent approach to communication on our **value proposition, ensuring recognition and trust** in the market.

We offer **guidance and innovative strategies** on commercial development to generate leads, increase sales, and elevate our brand visibility.

Our **Global Marketing Department** develops and helps localize a vast range of promotional materials, both for offline use and digital platforms.

We **identify and collaborate** with strategic partners to expand our reach and connect with new audiences, resulting in more opportunities.

### Examples of branding materials

- PalletBiz **company video** - now available in the following languages:



...and coming soon:

- PalletBiz **info sheets**



1

**Consistent Branding**

2

**Effective Strategies**

3

**Multi-Channel Advertising**

4

**Strategic Partnerships**

# Marketing & Branding:

## PalletBiz Communication & PR Projects

### Global Publications

#### Business Focus Magazine



2018



2020



2022

#### Inside Sustainability



2023

### Media Appearances

#### PalletBiz | Press Conference Speakers & Panel Discussion



2022

#### Timber Exchange | Webinar Guest Speaker



2023

#### IFUA | Management e-Forum Award-Winner Lecture



2021

# Our Franchise Model: **Why Is It Win-Win?**



## WE NEED YOU...

Shared goals of **building a successful, profitable business** in a long-term partnership.

Expansion of network product & service mix, **growing solutions portfolio.**

Elevated **brand awareness** & reputation by introducing name to each **local market.**

Faster growth of presence and expanding reach via **strategic alliances.**

**Risk and profit sharing** for minimized threats and enhanced revenue for both sides.

**Exchange of central knowledge,** support and resources with local expertise.

**Operational and cost efficiency** via centralized purchasing & shared marketing efforts.

**Collaboration & innovation** by exchange of ideas, best practices and feedback.

**Competitive advantage** due to wider presence and efficiency, aiding globally and locally.

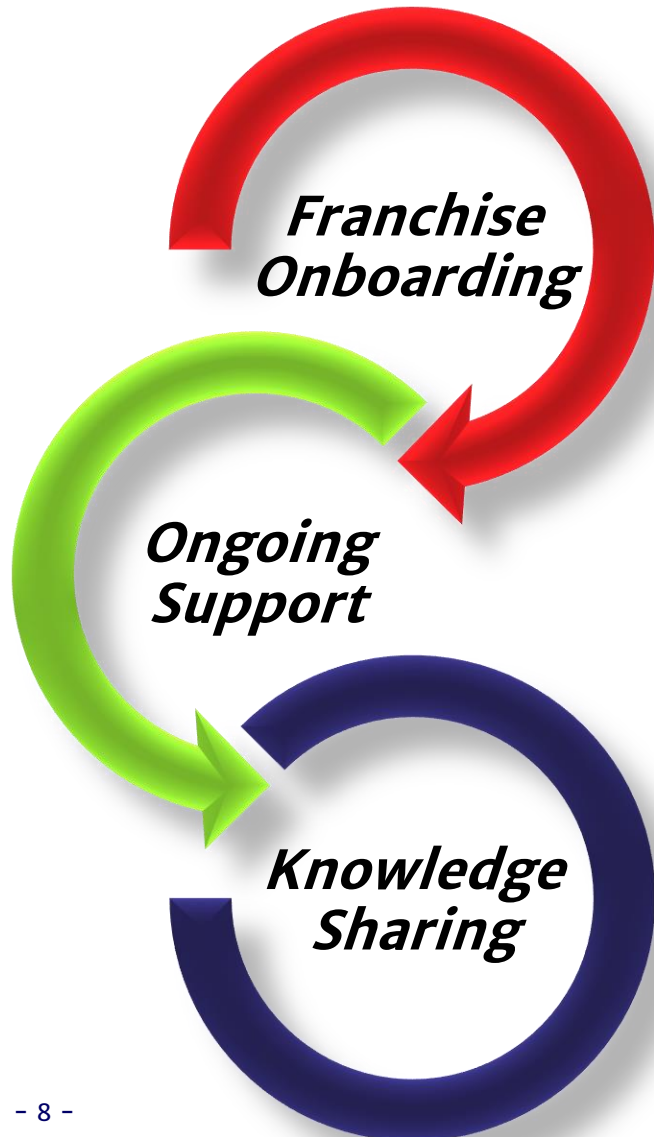
**Flexibility & autonomy** while still benefiting from shared structure, support, and resources.



## ...AND WE BELIEVE YOU NEED US TOO!

# Support & Training:

Invested in Your Success



- ✓ Comprehensive onboarding program & **standard operating procedures** (SOPs)
- ✓ **Onsite training** at franchisor's headquarters and/or franchisee's location
- ✓ Marketing and advertising support to help **launch the business**
- ✓ **Regular communication** with franchisor's support team and other franchisees
- ✓ **Continued** training & **education** opportunities to improve skills and knowledge
- ✓ Guidance on **industry & market trends**, best practices to identify and address challenges
- ✓ Regular **meetings and conferences** to discuss new trends and strategies
- ✓ Access to franchisor's **research and development** initiatives
- ✓ Digital knowledge bank (**Intranet**) for sharing information and insights

# Costs vs. Benefits:

## What Do You Get Out of PalletBiz Franchising?

 **Franchise fee:**  
**€ 50.000\***  
One-time fee

 **Monthly Royalty:**  
**3%\*\* of gross turnover**

  
**Leverage from the many benefits of being a PalletBiz Franchise Partner!**

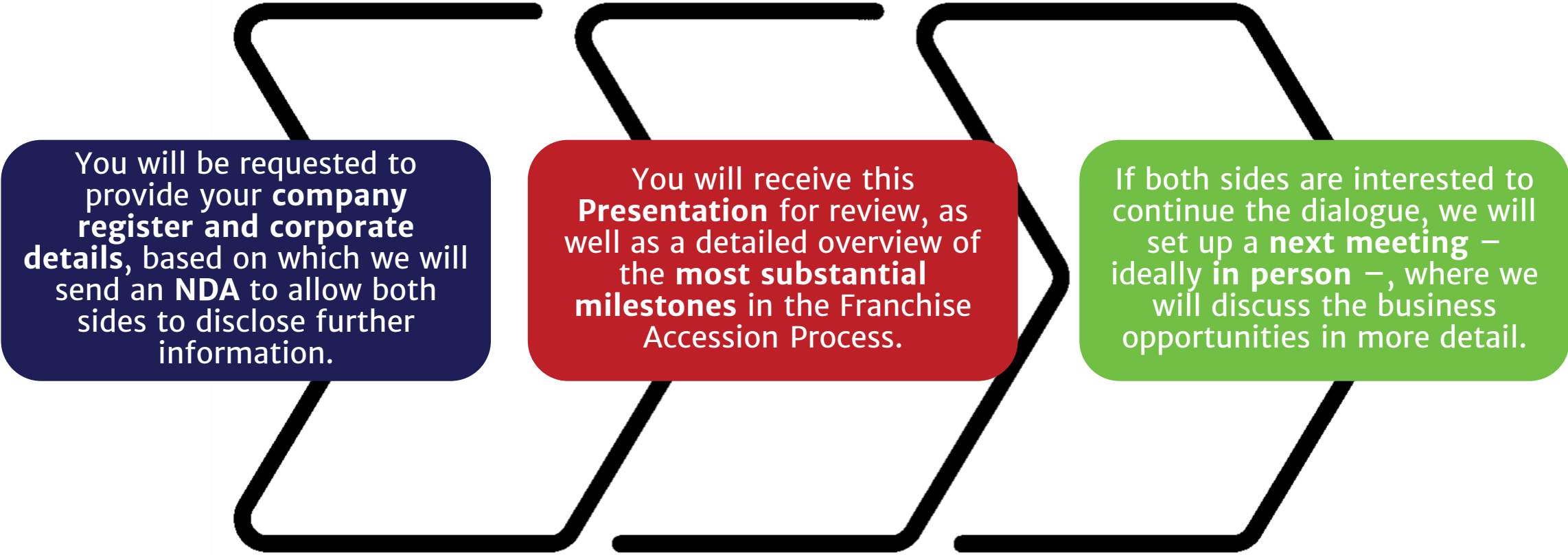
- 1** 25 years of industry experience 
- 2** Constantly developing database 
- 3** Access to end-to-end handling solutions 
- 4** Lower risk and faster ROI 
- 5** Growing international brand with proven business model 
- 6** Category Management & Network purchase power 
- 7** Opening doors to blue-chip companies (MNCs) 
- 8** Intergroup & cross-selling opportunities 

*\*Figure might vary depending on maturity and experience of acceding Partner.*

*\*\*3% goes from Franchisee to Master Franchise, 2% from Master to Franchisor. 1% stays in the Master (ref. Regional Development Fund).*

# What Next? – Getting Started

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



You will be requested to provide your **company register and corporate details**, based on which we will send an **NDA** to allow both sides to disclose further information.

You will receive this **Presentation** for review, as well as a detailed overview of the **most substantial milestones** in the Franchise Accession Process.

If both sides are interested to continue the dialogue, we will set up a **next meeting** – ideally **in person** –, where we will discuss the business opportunities in more detail.

# Your Corporate & Regional Contacts



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## FRANCHISOR MASTER DATA

*Company name:* PalletBiz Franchising Zrt.

*Registered seat:* Váci út 99.  
HU-1139 Budapest

*Co. reg. number:* 01-10-140754

*EU VAT number:* HU27905726



FINANCIALLY STABLE  
COMPANY ACCORDING TO  
THE EVALUATION OF  
DUN & BRADSTREET

## FOLLOW US



*We look forward to engaging!*