WELCOME TO ORANGE LEAF

Orange Leaf Frozen Yogurt is a self-serve, choose-your-own-toppings frozen yogurt and treat franchise that inspires people to celebrate their originality by mixing and mashing up bites, flavors, toppings and more – all to create an experience that’s as unique as they are.

Our name, Orange Leaf, represents bold energy, an adventurous spirit and a fresh, optimistic attitude. We seek out and embrace endless possibilities for growth and innovation.

The Orange Leaf recipe for success is based upon having the best people running our stores and delivering an extraordinary experience while offering remarkable products in a sparkling clean restaurant. We strive not only to provide a fun and inviting place to gather within our stores, but each store is dedicated to making a positive impact in its local community as well.

MISSION STATEMENT

To make life sweeter by creating a memorable treat experience that is all about you.

OUR SLOGAN

FLAVOR FREEDOM
Orange Leaf offers freedom from average every day options. From flavors, cups, and cones, to smoothies, shakes, and cakes, we give our guests the freedom to create whatever sweet treat they can come up with next. Our froyo flavors are the best, because we make them that way. No really, we do. Each flavor recipe is uniquely ours and you can’t get it anywhere else!

@orangeleaf
DEVELOPMENT OPPORTUNITIES

INTERNATIONAL LOCATIONS

- **HIGH GROWTH** (ready for rapid expansion)
- **AVAILABLE MARKETS** (open for development)
- **FUTURE MARKET** (registration pending)
**HISTORY, TIMELINE & ACCOLADES**

**2008**
- Orange Leaf Frozen Yogurt is born.

**2010**
- Reese Travis and partners purchase Orange Leaf and its 15 stores and move the company's Support Center to Oklahoma City.

**2011**
- Orange Leaf opens its 111th store in Louisville, Ky., on 11.11.11.

**2012**
- Orange Leaf is ranked #1 on Technomic’s list of Fastest Growing Limited-Service Chains Under $200 Million.
- Entrepreneur lists Orange Leaf as one of the Fastest Growing Franchises.

**2013**
- Orange Leaf partners with Share Our Strength to launch Go Orange for No Kid Hungry to help end childhood hunger in America.
- Orange Leaf introduces mobile units and kiosks.
- IBIS World Report names Orange Leaf as the Fastest Growing Frozen Yogurt Chain based on network sales.

**2014**
- Orange Leaf forms partnerships with national brands such as Ghirardelli®, YORK® and Dole® and declares 2014 the ‘Year of the Flavor’, introducing a new flavor every month of the year.
- Orange Leaf is listed among Nation’s Restaurant News Next 20, a list of 20 chains on the rise.
- Fast Casual ranks Orange Leaf’s Go Orange for No Kid Hungry in its Top 5 Marketing Campaigns in their Top 100 Movers and Shakers.

**2015**
- Orange Leaf is ranked on the Inc. 5000 list as one of the fastest-growing private companies in America for the second consecutive year.
- Introduction of the Orange Leaf Froyo Cake.
- Orange Leaf partners with VetFran to offer active and retired military personnel 15% off initial franchise fees.

**2016**
- Introduction of the Swizzle.
- Orange Leaf becomes the first frozen yogurt franchise to introduce the Set Priced Cup business model.
- Orange Leaf opens its first location in Mexico.
- Entrepreneur lists Orange Leaf in a May article about 5 Franchises That Stand Out From the Crowd in 2016.
- Orange Leaf celebrates the world’s first successful frozen yogurt drone delivery to students at Hope College in Holland, Michigan.

**2017**
- Orange Leaf launches RemarkableMe, a tool used to enhance two-way communication between the Orange Leaf Support Center, strategic-partners, and store-level team members.
- Orange Leaf announces partnership with EOTE coffee, a small-batch, craft coffee roaster based in Oklahoma City.

**2018**
- Orange Leaf expands menu offering to include made-to-order smoothies and decadent shakes.
THE ORANGE LEAF CONCEPT

With a scalable footprint, Orange Leaf is able to adapt its concept to fit most desired locations.

STORE FRONT

| 1,000 - 2,000 SQUARE FEET | 2 - 4 EMPLOYEES TO OPERATE | 5% ROYALTY FEE | 2% MARKETING FEE | $242,000 AVERAGE TURNKEY INVESTMENT |

Visit any Orange Leaf store and you will quickly sense the social, community-driven atmosphere that, along with superior products, has helped Orange Leaf build its strong fan base. Orange Leaf stores are designed to be visually uplifting and create a feel-good, memorable experience for guests of all ages. Traditional store fronts range in size from 1,000 to 2,000 square feet, accommodating between six and eight machines and a self-serve toppings bar.

NON-TRADITIONAL

| 50 - 1,000 SQUARE FEET | 1 - 2 EMPLOYEES TO OPERATE | 5% ROYALTY FEE | 2% MARKETING FEE | $158,000 AVERAGE TURNKEY INVESTMENT |

Orange Leaf kiosks offer customers the same self-serve, choose-your-own-toppings froyo experience that fans love, but in a compact layout that can be customized to fit smaller retail spaces. With the potential for a lower initial investment cost, the kiosk model offers a dynamic and flexible layout with size options ranging from 50 to 1,000 square feet allowing us to reach captive audiences in a wide variety of venues. Orange Leaf kiosks can accommodate between four and six machines and a self-serve toppings bar.

Airports  Transit  Hospitals  Military Bases  Universities  Stadiums
HOW TO ORANGE LEAF

FROZEN YOGURT
Prepared fresh daily, our proprietary frozen yogurt is truly one-of-a-kind. Forever inspired by input from our loyal fans and the latest treat and dessert trends, we continually seek out and embrace endless possibilities for growth and product innovation. By leveraging partnerships with brands such as Hershey and Ghirardelli, we’re able to combine our guests’ love of froyo with their favorite flavors and offer 80+ flavors including no-sugar-added, gluten-free, and dairy-free options. Our customized equipment and proprietary recipes allow us to blend froyo that tastes richer, creamier and smoother than our competitors’ frozen yogurt. Our exclusive dehydrated powder mix also allows for a more efficient supply chain, decreased build-out investment and flexible storage options.

SWIZZLES
Orange Leaf’s Swizzle allows guests to fill a cup with their favorite froyo and toppings and have a team member blend their custom creation just how they like it in a convenient carry-out cup. The Swizzle allows us to offer our guests the classic froyo experience with a twist.

SMOOTHIES
Made fresh to order, the Orange Leaf Smoothie offers guests an easy, on-the-go snack made with fresh fruits and freshly-prepared, low-fat vanilla froyo. Guests can choose from our menu of favorites or create their own for a snacking experience that is all their own. Orange Leaf Smoothies can easily serve as a healthful meal replacement option, allowing stores to drive incremental sales during non-peak, daypart hours.

SHAKES
Guests can now shake it up with this creamy, decadent dessert beverage. That’s right, DESSERT beverage. Guests choose the froyo, you choose the toppings, we’ll do the rest.

FROYO CAKES
With the ability to help drive incremental sales, Orange Leaf’s froyo cake is a great way for guests to experience Orange Leaf at their next birthday party, holiday part or social event.

POP-UP PARTY BOX
Here at Orange Leaf, we believe store-level economics should not be limited to the in-store experience. In fact, we are consistently working on ways to help our franchisees drive sales beyond the four walls of their store, especially during the slower months of the year. Orange Leaf is excited to introduce a new way to cater with the introduction of the Pop-Up Party Box, the ideal party package for holiday gatherings, school or birthday parties, or watching the big game. Available for in-store pick up or drop off, Orange Leaf’s Pop-Up-Party Box offers up to 50 8-ounce cups of froyo and multiple toppings so your guests can have the custom froyo experience wherever they go.

FROYO TO-GO
To-Go pints of guests’ favorite froyo flavors are available in store for easy enjoyment in the comfort of their homes. Orange Leaf’s To-Go program allows franchise partners to minimize waste by extending the shelf-life of their most popular and in-demand flavor offerings and helps make Orange Leaf a household name.
ENDLESS POSSIBILITIES
WHAT SETS ORANGE LEAF APART

MORE THAN JUST FROYO
Driven by consumer’s increasing health consciousness, the frozen yogurt industry is primed for growth over the next several years. The self-serve frozen yogurt model allows guests the opportunity to create their own unique dessert experience, mixing their favorite flavors together for a treat that’s all their own. More and more, consumers are shifting away from the traditional view of dessert as a post-meal occasion and are increasingly defining dessert as an anytime occasion. Mirroring this shift, we’ve expanded our menu offering to include items such as milkshakes and fresh-made smoothies to help drive off-peak traffic.

INDUSTRY LEADING ECONOMICS
Orange Leaf offers one of the most competitive cost structures in the industry with a $15,000 franchise fee and 5% ongoing royalties. With both store-front and kiosk concepts available, the average start-up cost for an Orange Leaf franchise is between $117,925 - $313,200.

In 2017, the top 50% of franchised locations had an average unit volume of $388,026*

COMMUNICATION AND SUPPORT
In addition to hosting monthly webinars and regionally-based Field Training Workshops, each of our franchise locations are assigned a dedicated Franchise Business Consultant who provides one-on-one, ongoing operational support. Franchise owners will also have access to online resources available 24/7 such as a local store marketing portal with more than 1,000 branded assets.

In 2017, Orange Leaf launched RemarkableMe, a tool used to enhance two-way communication between us and our strategic-partners, as well as offer professional and personal development opportunities to owners, managers, and store-level team members.

FRANCHISE ADVISORY COUNCIL
We value our Strategic-Partners’ thoughts and opinions and have developed an advisory system to better enable Partners to share their feedback with us. In addition to our Franchise Advisory Council, we have three sub-committees focusing on Marketing, Operations and Technology.

GENERAL FRANCHISE ADVISORY COUNCIL
Meets regularly throughout the year to collaborate with the Executive Leadership Team to discuss and address important matters on behalf of the franchise community.

OPERATIONS SUB-COMMITTEE
Annual Meeting and weekly strategy calls to discuss operational efficiencies at both the store and Support Center level.

MARKETING SUB-COMMITTEE
Annual Meeting and weekly strategy calls to provide feedback on the latest marketing initiatives, brand standard guides and local store marketing plans.

TECHNOLOGY SUB-COMMITTEE
Annual Meeting and weekly strategy calls to discuss aspects of in-store technology needs as it relates to the point-of-sale system, digital menu boards, gift cards and guest loyalty programs.
PARTY IN A BOX
## STORE FRONT COSTBREAKDOWN

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Franchise Fee</td>
<td>$15,000</td>
</tr>
<tr>
<td>Lease Deposit and Rent</td>
<td>$5,000 - $12,000</td>
</tr>
<tr>
<td>Improvements/Construction/Interior Decorating</td>
<td>$66,000 - $141,000</td>
</tr>
<tr>
<td>Improvements/Construction/Interior Decorating</td>
<td>$3,500 - $5,000</td>
</tr>
<tr>
<td>Initial Inventory</td>
<td>$4,800 - $6,500</td>
</tr>
<tr>
<td>Equipment/Furniture/Fixtures/Smallwares/Uniforms/Signage</td>
<td>$54,000 - $95,000</td>
</tr>
<tr>
<td>Networking Equipment</td>
<td>$1,000 - $2,000</td>
</tr>
<tr>
<td>Licenses, Dues, Deposits, etc.</td>
<td>$3,500 - $5,000</td>
</tr>
<tr>
<td>ServSafe Training</td>
<td>$125 - $200</td>
</tr>
<tr>
<td>Travel and Living Expenses While Training (per person)</td>
<td>$1,000 - $2,000</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$1,250 - $3,500</td>
</tr>
<tr>
<td>Insurance</td>
<td>$2,000 - $4,000</td>
</tr>
<tr>
<td>Additional Funds - 3 Months</td>
<td>$10,000 - $15,000</td>
</tr>
<tr>
<td>Grand Opening Advertising</td>
<td>$2,000 - $7,000</td>
</tr>
<tr>
<td><strong>Total Turn Key - Investment Cost</strong></td>
<td><strong>$169,175 - $313,200</strong></td>
</tr>
</tbody>
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The chart above describes the estimated initial investment for an Orange Leaf Frozen Yogurt Store. The foregoing expenses are merely estimates. You are encouraged to make an independent investigation and analysis of the potential expenses which may be incurred in order to start your Store. This does not include the cost of the real estate or constructing a building if you purchase the land.
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<th>Cost Category</th>
<th>Estimated Cost</th>
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</tr>
<tr>
<td>Improvements/Construction/Interior Decorating</td>
<td>$63,000 - $93,500</td>
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<tr>
<td>Architect Fees</td>
<td>$3,500 - $6,500</td>
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<tr>
<td>Initial Inventory</td>
<td>$4,300 - $6,000</td>
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<tr>
<td>Equipment/Furniture/Fixtures/Smallwares/Uniforms/Signage</td>
<td>$17,000 - $37,000</td>
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Q: WHAT IS THE COST OF OPENING AN ORANGE LEAF?
A: Initial investment costs will vary depending on the Orange Leaf model you choose:

- **Store Front Basic Costs:**
  - Franchise Fee: $15,000
  - Turn-key Development Cost: $169,175 - $313,200
  - General Financial Qualifications:
    - Liquid Cash: $100,000
    - Net Worth: $350,000

- **Kiosk Basic Costs:**
  - Franchise Fee: $10,000
  - Turn-key Development Cost: $117,925 - $189,700
  - General Financial Qualifications:
    - Liquid Cash: $70,000
    - Net Worth: $250,000

Q: DOES ORANGE LEAF PROVIDE FINANCING?
A: Orange Leaf provides full service financing support through its partnership with BoeFly, the #1 marketplace for franchise lending.

BoeFly is a powerful service that offers borrowers access to thousands of lenders through a single loan request – improving your ability to successfully source and secure a small business loan in the most efficient and effective way possible. A dedicated BoeFly loan specialist works closely with our candidates to help them through the entire funding process, from assembling a complete, bank-ready loan package, all the way through loan closing and funding.

Visit https://bqual.boefly.com/orangeleaf to find out if you prequalify for financing.

Q: WHAT ARE THE ONGOING MONTHLY FEES CHARGED BY ORANGE LEAF?
A: Ongoing fees for store front and kiosk models are the same:

- **Royalty Fee:** 5% of net sales
- **Marketing and Advertising Fee:** 2% of net sales
- **Technology Fee:** $195

Q: WILL ORANGE LEAF HELP ME CHOOSE THE RIGHT LOCATION?
A: Yes. Orange Leaf will support you in identifying the appropriate location. Using in-house demographic tools, we will assist in gathering information related to market population, local synergy drivers, and other community characteristics. Below is a snapshot of Orange Leaf’s preferred site criteria.

**Store Front**
- Size: 1,000 - 2,000 square feet
- Location details: An Orange Leaf store front is a destination location. These locations are ideally located in highly populated areas surrounded by synergy drivers, residential housing, schools, churches and recreational parks with a focus on evening traffic.

**Non-Traditional Model**
- Size: 50 – 1,000 square feet
- Location details: An Orange Leaf kiosk offers customers the self-serve froyo experience in a compact layout that can be customized to suit the unique square footage of non-traditional locations such as, malls, airports, school campuses, stadiums, theme parks, military bases and train and bus stations.

Q: WHERE ARE FRANCHISE LOCATIONS AVAILABLE?
A: Orange Leaf is currently awarding franchises in all states, with the exception of California and Alaska, and exploring offers for strategic partnerships internationally.
WHAT IS THE AVERAGE NET INCOME FOR A LOCATION?
In accordance with franchise law, this information cannot be disclosed. However, upon a satisfactory review of your Franchise Application, you will receive Orange Leaf’s Franchise Disclosure Document (FDD), which provides certain revenue details in compliance with the applicable disclosure rules.

Q: HOW LONG IS THE FRANCHISING PROCESS?
A: The average time it takes to get a store front open once you submit an application is six months. However, this is largely dependent on how quickly you secure a location and receive proper permitting. From design to delivery, an Orange Leaf kiosk takes between eight to ten weeks. Kiosks can be built off-site and assembled upon delivery (assembly is a two-to-five day process).

DO I NEED PRIOR RESTAURANT EXPERIENCE TO OWN A STORE?
A: Although helpful, prior restaurant experience is not required. Orange Leaf looks for driven, hardworking franchisees who believe in providing exceptional customer service with a focus on maintaining a clean, welcoming environment with strong supporting staff. With these values and your committed involvement, Orange Leaf is dedicated to providing ongoing support and education to help you succeed.

Q: WHAT TYPE OF TRAINING DOES ORANGE LEAF PROVIDE?
A: Whether you choose to open a traditional store front or a kiosk, Orange Leaf will provide a comprehensive four-day training program prior to the opening of your first location. Held at the Orange Leaf Support Center in Oklahoma City, OK, the training program will cover topics such as, machine operation and maintenance, use of the point of sale system, monthly sales reporting, accounting, food preparation, inventory management and ordering procedures, local store marketing, and best practices for daily store operations. Hands-on training will be completed at a local corporate-owned franchise location to provide the experience of operating a real store. In addition, a member of the Orange Leaf Operations Team will be present for your store’s grand opening to offer additional support and training to both you and your staff. Ongoing training is available through Orange Leaf’s web-based E-learning platform and one-on-one support provided by your store’s dedicated Franchise Business Consultant.

Q: HOW DO I TAKE THE NEXT STEP?
A: After a satisfactory review of your franchise application, we will send over additional information about partnering with Orange Leaf in the form of our Franchise Disclosure Document (FDD). A member of our team will reach out to schedule an introductory phone call and answer any specific questions you may have about franchising with Orange Leaf or the process ahead. When we’re ready to move forward with partnership, we will schedule a day for your group to visit us in person for Discovery Day at our Support Center in Oklahoma City, OK. After Discovery Day, we will work together to execute a formal franchise agreement securing the market of your choosing, and support you as you work through the site selection process. Supported by the Orange Leaf Support Center throughout the entire process, franchisees will receive personalized assistance in areas such as site selection, construction, grand opening planning, local store marketing and continued store operations.