

MOOYAH

On behalf of our MOO Crew Support Team and our Franchise Partners, I wanted to take a moment to introduce you to MOOYAH Burgers, Fries & Shakes. Since our founding in 2007, we continue to provide our Guests with a fun and casual environment and delight their taste buds with the highest quality ingredients. We've been recognized by multiple publications as a top food franchise brand and currently operate in 20 states, 5 countries and 87 global restaurants. Our never-frozen Certified Angus Beef,[®] hand-cut French fries and real ice cream shakes differentiate us from the other brands in the burger segment. Our simplified menu allows us to focus on what we do best. We like to say we are "seriously fun" because we are extremely serious about our food quality and Guest experience, but making seriously good food doesn't have to be such a serious business.

It's an exciting time to be a part of MOOYAH! We recently introduced a brand new prototype and interior design alongside a new menu with an extremely impactful marketing and innovation plan. In addition, we are coming off a year where our sales and profitability initiatives have delivered top line revenue growth far outpacing the industry with segment-leading prime costs.

I would love to welcome you to our Support Center in Plano, Texas to meet the entire MOO Crew and spend a day with our leadership team to learn about our organizational Plan to Win. We are proud of our vision and would like the opportunity to share our passion for MOOYAH with you.

Best wishes!



Tony Darden

President & COO

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franchise.mooyah.com

MOOYAH™

BURGERS • FRIES • SHAKES



Who are we?

- One of the fastest-growing “better burger” concepts worldwide since 2007.
- Obsessed with high-quality burgers, hand-cut fries & real ice cream shakes.
- Our elite leadership team has over 150 years of combined experience!
- A philanthropic business, developing partnerships within our communities.
- More than just about makin’ moolah, we’re community, family & fun!

Who we want?

- Passionate, burger-loving individuals with a hunger for growth & success.
- Family and community-oriented with a strong hospitality gene.
- Leaders who possess a strong business acumen.
- Sharp-thinking problem solvers who can make quick decisions.
- Liquid capital: \$250,000 • Net worth: \$600,000

Why MOOYAH?

- Half the cost, twice the fun with average revenues of \$802,208.
- Chef-inspired, customizable offerings appeal to a wide demographic.
- Bright, inviting atmosphere for people of all ages.
- Focused menu allows for streamlined kitchen and low build-out costs.
- Work hard, play hard with a Seriously Fun™ concept.

What drives our growth?

- Americans eat approximately 50 BILLION hamburgers a year!
- Lower risk investment with faster ROIs.
- Recognized by Entrepreneur, QSR, Franchise Times, Fast Casual & more.
- Advanced technology assists both our Franchise Owners & Guests.
- Guided by a committed and experienced leadership team.



Investment range \$402,750–\$564,400

Franchise fee \$40,000

Royalty 6%

Veteran discount \$10,000

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Half the cost. Twice the fun.

	FRANCHISE FEE	INITIAL INVESTMENT	AVERAGE UNIT VOLUME	RETURN ON INVESTMENT
SONIC	\$45,000	\$865,000–\$3,641,300	\$1,254,000	55%
Culver's	\$55,000	\$1,845,000–\$4,155,000	\$2,183,800	73%
SMASH BURGER	\$40,000	\$667,260–\$1,244,830	\$939,277	98%
MOOYAH BURGERS • FRIES • SHAKES	\$40,000	\$402,750–\$564,400	\$802,208	166%

*Numbers obtained from our 2019 FDD.

When you hear these words, think MOOYAH.

Seriously Fun™ — High Quality — Simple — Lower Risk — Industry Leaders

