

BE a part of MBE



**Own three businesses in
one with an MBE centre.**

Introducing the MBE business opportunity.



www.mbe.com.au



MAIL BOXES ETC.®

Design, Print, Deliver... Anywhere!

From the CEO

As the Chief Executive Officer of Mail Boxes Etc. Australia, it gives me great pleasure in introducing our highly successful system to you. I first became involved with MBE in 2012 with the acquisition of the MBE Perth CBD Centre in St George's Terrace. Over the course of my working career, I've owned a number of businesses but what attracted me to MBE was the simple business model and the fact that it is principally a Monday to Friday, 8:30am - 5:30pm business.



MBE is a multi-product income stream business of:

- Mail box services
- Freight and shipping
- Printing and business services

Our centres range in capabilities and sizes anywhere from \$200,000pa in sales revenue for startups, through to \$1million+. The business size you choose will be dependant on your goals and dreams. We have a dedicated team at our corporate head office in Sydney, who are ready to assist and support you on your journey with MBE.

This booklet has been produced to help guide you through the franchising process. If you have any questions, please feel free to either call myself or our Franchise Development Manager, on 0424 144 035, email franchising@mbe.com.au who will be more than happy to help.

I look forward to you coming on board and becoming a part of the MBE family. As a centre owner myself, I can attest that if you follow the MBE guidelines, training and marketing plan, you will be well on your way to enjoying a successful and rewarding business.



Clayton Treloar

CEO

Mail Boxes Etc. (Australia) Pty Ltd

MBE (Mail Boxes Etc.)

is a global company with over 2500 locations internationally and 36 centres throughout Australia. They offer businesses and home offices a large selection of professional business services which have been conveniently consolidated at the one location.

TAKE CONTROL OF YOUR LIFE WITH AN MBE FRANCHISE!



MBE and You!

EVERY DAY, MBE LENDS A HELPING HAND TO AUSTRALIA'S 2.17 MILLION BUSINESSES

- Design, printing and copying
- Large format printing and banners
- Private mail boxes and mail forwarding
- Virtual office services
- 24-hour private mail box access
- Packing and shipping
- Overnight courier and freight
- National and international courier and freight

The MBE franchise takes full advantage of the latest technologies, connecting individuals and businesses like never before. This has been a major contributing factor to Australia shifting to a service based economy.

An MBE franchise is ideally positioned to capitalise on both these trends with a business model that combines state-of-the-art technology and services provided to Australia's ever expanding business and home offices.

FRANCHISE SUCCESS

The MBE franchise network has had fantastic growth across the region, with the top ten centres averaging 31% growth year-on-year.

- Established globally for 30+ years
- Part of a global franchise group
- Accredited finance program available
- Multi award winning international franchise
- Clean, professional working environment
- Non food franchise - no waste, no mess, no perishables
- Five days per week, professional business hours
- No experience required
- Full training provided plus ongoing support
- Preferred supplier program
- Strategic site selection process

FRANCHISE OPPORTUNITIES AVAILABLE NATIONALLY

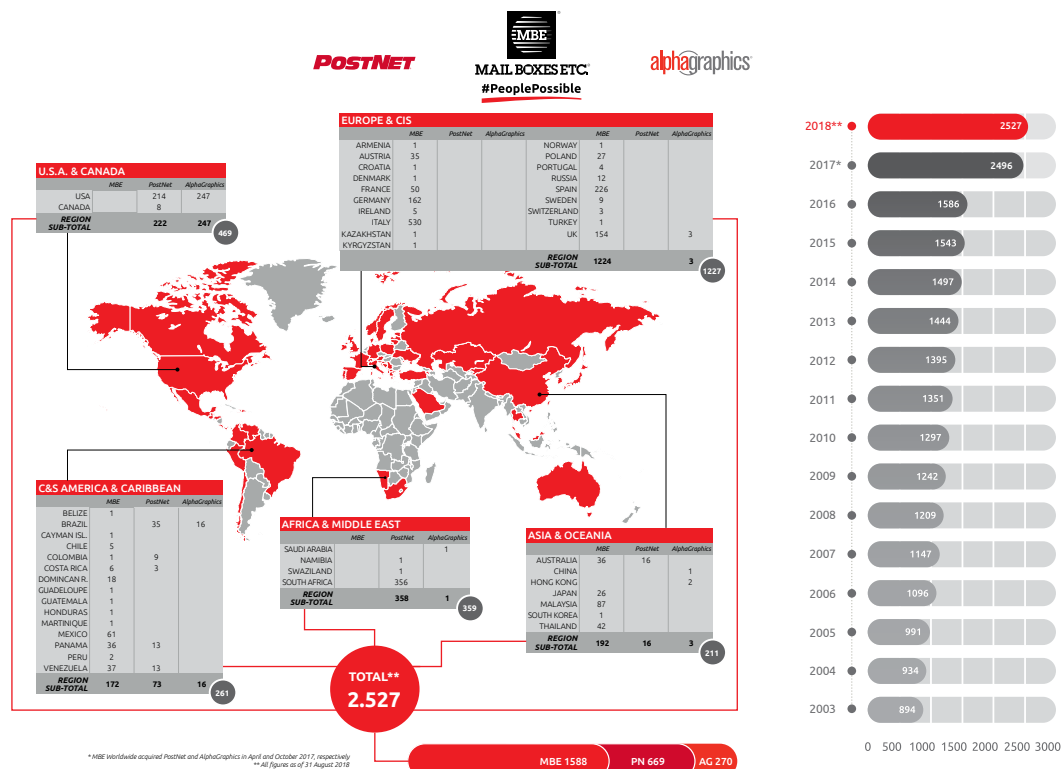
We can offer you currently available sites or find you a location within your preferred area. The MBE business model suits high volume retail-orientated business locations in Australia's largest shopping centres through to a corporate account-orientated business in an industrial estate.

WHO WE ARE LOOKING FOR

- We provide franchisees with the ability to adapt their centres' services to best utilise their existing skills
- Dedicated and disciplined business operators
- Motivated, passionate and prepared to go the extra mile for clients
- Basic computer skills
- Approximate equity of \$125K required



Worldwide Network Growth



Everything You Need to Realise Your Potential

Franchising has become an ever-present feature of the global economic landscape. In Australia, Franchising represents a dynamic small business sector contributing some 14% of the national GDP of Australia. It comprises of enterprising entrepreneurs as franchisors and franchisees employing a massive 600,000 Australian's. Simply put, franchising works.

An MBE franchise offers you the opportunity to accomplish your own potential in an industry that is idyllic for franchising. MBE has proven and professional expertise in all aspects of franchising, so it gives franchisees extra added support. This means you don't have to go through the pitfalls that most new businesses have to deal with.

As an MBE franchisee, your customer base is limitless. Nearly all businesses, schools, organisations, government departments, teams and a growing number of independent consumers use our services and buy our products.

As an MBE centre franchise owner, you will be able to offer these services in your area and more:

- **Document production** - copy, printing, binding, lamination
- **Courier services** - overnight, domestic and international
- **Mail room** - private mail box, forwarding, packing, shipping
- **Marketing services** - direct mail programs, newsletters, flyers, brochures
- **Virtual office** - mailing address, phone answering, fax to email services
- **Account services** - electronic invoicing and statements, Easypay acct, Quickpay acct

Our successful business model merges these services into a single full-service business centre. We offer an identifiable brand and an intelligent approach to marketing and sales. Our model makes it easier and more cost-effective for your customers to execute all of their business services needs.

Everything You Need to Achieve

TRAINING

No experience is needed! No matter your background, you do not need franchise development, graphics, or product experience to succeed with MBE.

Six-week initial training program:

- Two weeks training in our head office located in Sydney
- Two weeks minimum of in-store work experience
- Two weeks post opening training via face to face, phone/internet support

BUSINESS AND OPERATIONAL SUPPORT

Our marketing and business development support includes:

- Quarterly Marketing Action Plan
- Comprehensive marketing campaigns
- Turnkey design build
- Opening launch program
- FastStart program - initial six month mentoring

CONTINUED SUPPORT

On-going guidance provided by MBE includes:

- Comprehensive online training program
- Regular training webinars
- Store visits
- On-call technical support
- National conferences



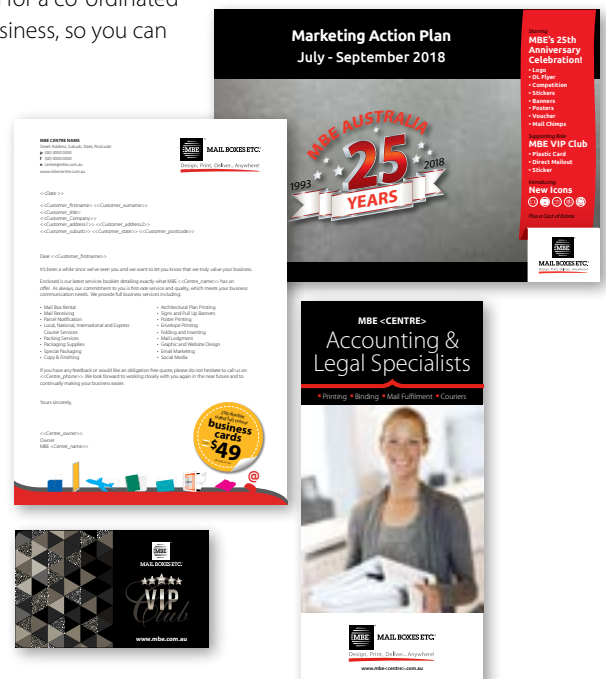
Full Marketing Support and Materials

MBE Head Office provides continual marketing support to all our franchisees. Each quarter we target specific products or services and develop a marketing strategy which is released to the system for a co-ordinated distribution. Simply put, we take the guesswork out of marketing your business, so you can concentrate on what you do best, serving your faithful clients.

Each quarterly Market Action Plan has been designed for your implementation. No graphic design skills are necessary, all you need to do is to simply follow the instructions provided, and we even include a calendar, so you won't miss a deadline. Our plans have been market researched and usually include printed leaflets, posters and banners, plus electronic medium such as MailChimp templates and Facebook art.

In addition, we create and provide other specific material throughout the year such as in-centre brochures and booklets, special events, competitions, direct mailouts, calendars and more. With the support of our global head office in Italy, we are committed to continued communication and marketing development to stay up to date with technological and industry trends and changes. You remain in touch and connected to the Australian MBE family via a quarterly newsletter and by attending our hugely successful annual conference.

MBE Australia are winners of the prestigious global Marketing Excellence Award 2015 and 2017, defeating thirty-one other countries. This accolade forms part of the MBE Worldwide Excellence Awards Program.



Operational and Other Support & Training



The efficient and effective operation of any business is key to success. At MBE we have built many unique systems to assist owners in maximising their earning potential by streamlining the production process. This is achieved through a variety of different programs including:

CONTINUOUS SUPPORT PROGRAMS

As part of a network, owners are being challenged with unique problems daily from their clients. We take these best practice initiatives, and implement them throughout Australia, to the benefit of the entire system.

CENTRE VISITS

An official centre visit is programmed at least once every three months, and it is a time where each store is measured against a standard and rated on their level of service to their clients. Any defects are quickly identified and a corrective solution is worked on in collaboration with each owner.

AREA MEETINGS

Networking with other owners is an important part of our franchise system. It's what makes MBE a family. These meetings are co-ordinated every three months and is a great time to learn what other owners are doing and learning about new developments within the MBE system. All owners are encouraged to be actively involved, so as to maximise the benefits to themselves and their centres.

NATIONAL ACCOUNTS PROGRAM

One of the main strengths of being part of a franchise system, is the ability to work with larger organisations with multiple offices throughout Australia, and the world. Many large companies are trying to streamline their processes by minimising the number of suppliers their organisations utilise. This is where MBE can help. Our national accounts program is co-ordinated through the operations department to provide a tailored, national solution for our clients specific requirements.

NATIONAL CONFERENCES

An important aspect of any system is their network, and the relationships with it. Being part of the MBE system will have you rubbing shoulders with some outstanding franchisees from all walks of life. Our National Conferences are always looked forward to as a time the 'family' comes together to cement old relationships, create new ones, and to celebrate the success of our system. Our Chairman, Ralph Askar places a high priority on the value of conferences, and has made a special point of being there to learn from every single franchisee.

Over the past few years, we have held our conferences in Melbourne, Sydney, Brisbane, Canberra with the 2018 conference being held in the Barossa Valley, South Australia. Each year we are privileged to be supported by our suppliers, who also gain knowledge and personal insight by being part of our family.

Conferences provide a unique occasion to learn from some of the industry's best and liaise with suppliers on a more personal basis. We believe that this is an important aspect of our system, in which we work in conjunction with our suppliers, and have formed very good relationships with them.

Pictured are Franchise of the Year Award winners Steve and Lyn Murphy, MBE Melbourne CBD. The store achieved four per cent growth year on year and had the highest average in centre visits. The Murphy's also collected the 2017 Franchise of the Year Victoria Award and the Bronze Sales Award.

Lyn Murphy says, "We started in June 2001. We both had different backgrounds. I was doing printing and Stephen was doing contract management. I was doing what I was doing full time but then left to help him and we decided to buy a franchise together.

We probably performed best across all levels of the MBE model. We provide various services: mail boxes, printing, packing and shipping but we do seem to be more balanced across all those aspects of the model where other branches might have different strengths.

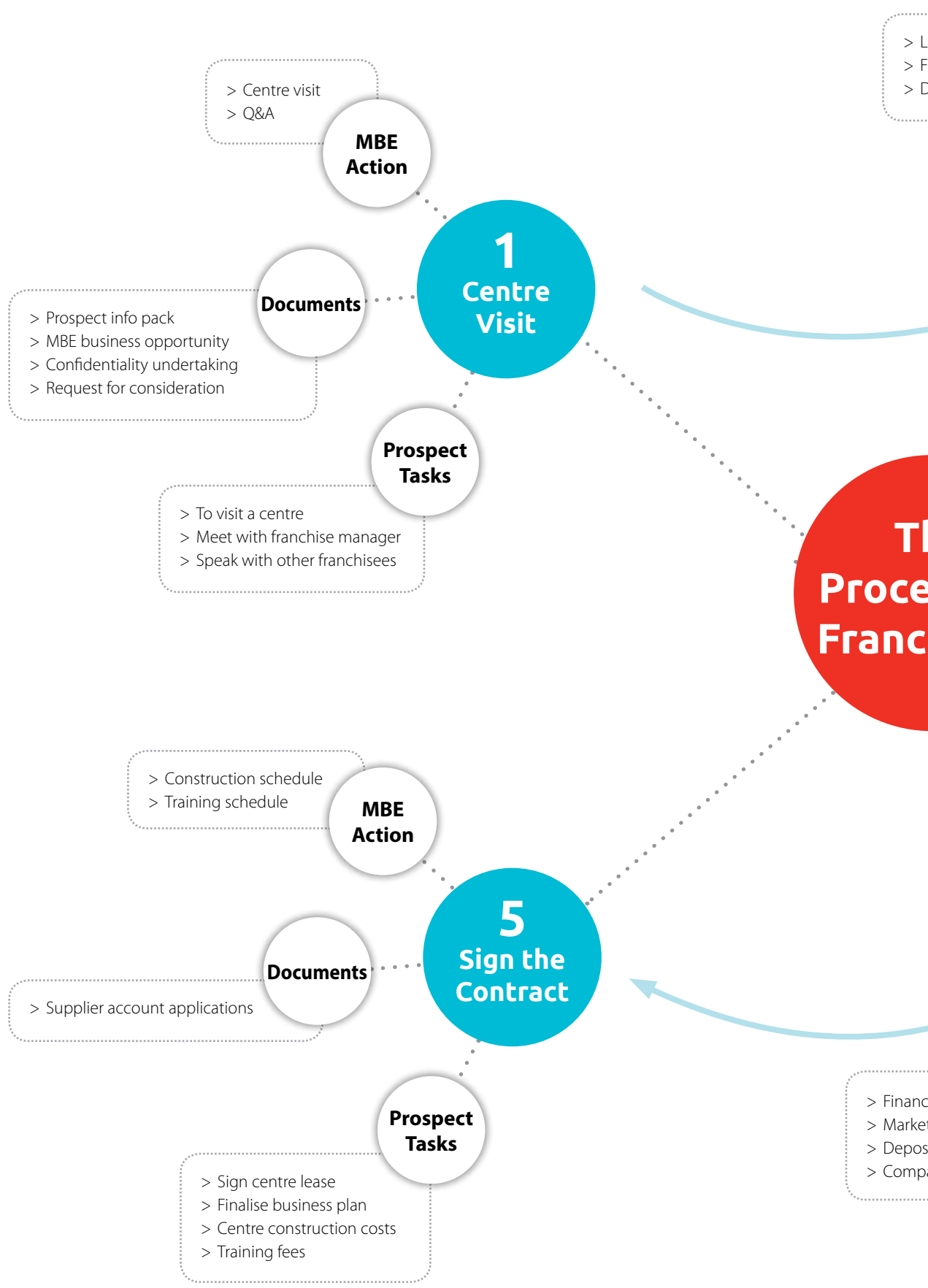
We were quite elated, we were taken aback and were not expecting the award – other branches had done better but I suppose it is not just about sales, it is about other aspects and giving it a go within our own team. We have a fantastic CEO. He has had a huge impact on how well our business does. We would like to give accolades to him."

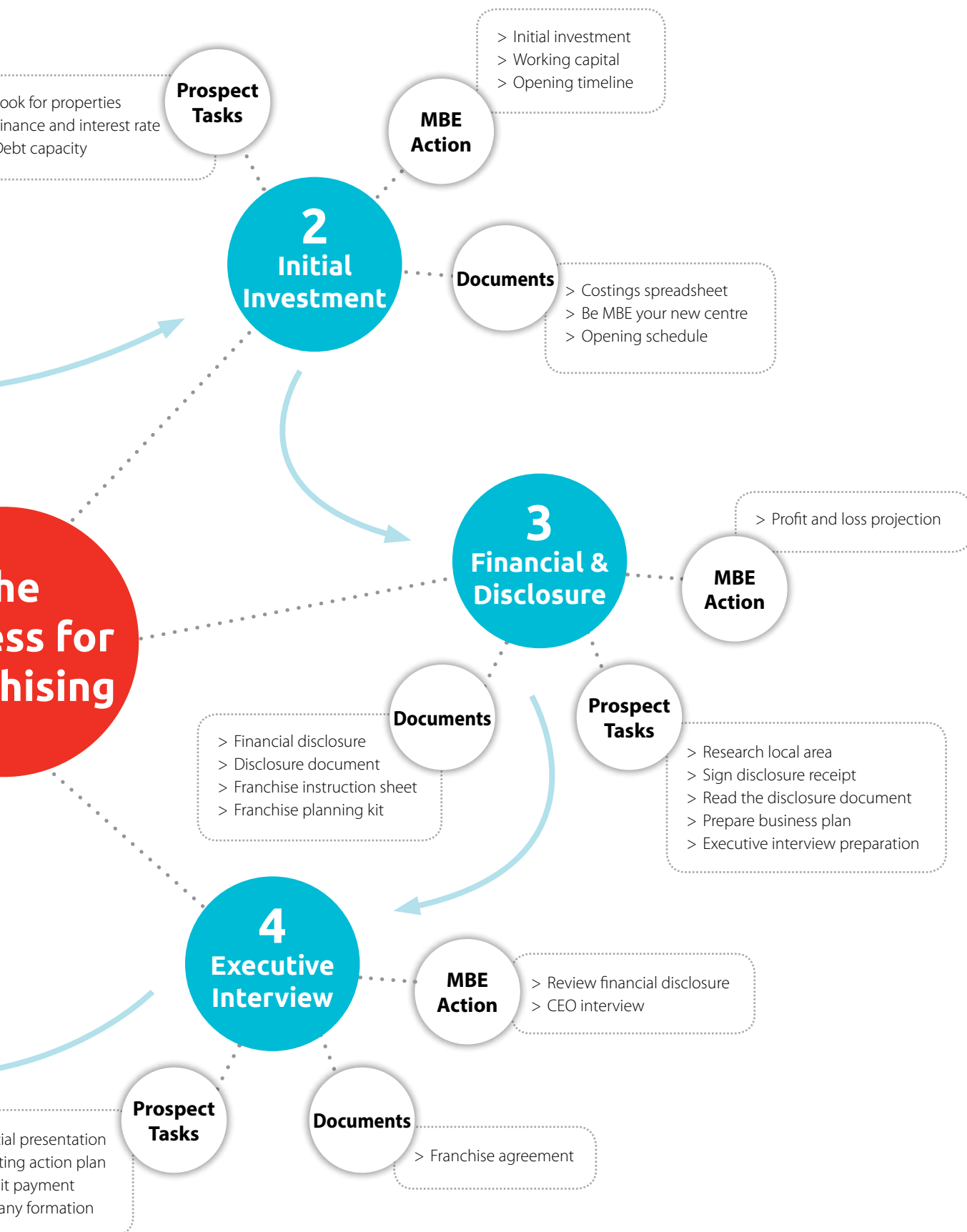
BUSINESS AWARDS

Not only does MBE have their own awards for the best and brightest, but our centres and owners are also recognised for local, regional and state awards. Charles Batt of MBE Parramatta was awarded the 2017 Best Small Business in Western Sydney in front of 500 guests at Waterview in Bicentennial Park. Having won the same award in 2014 this cements their position as the most trusted printer in Parramatta.



Retail Development Network



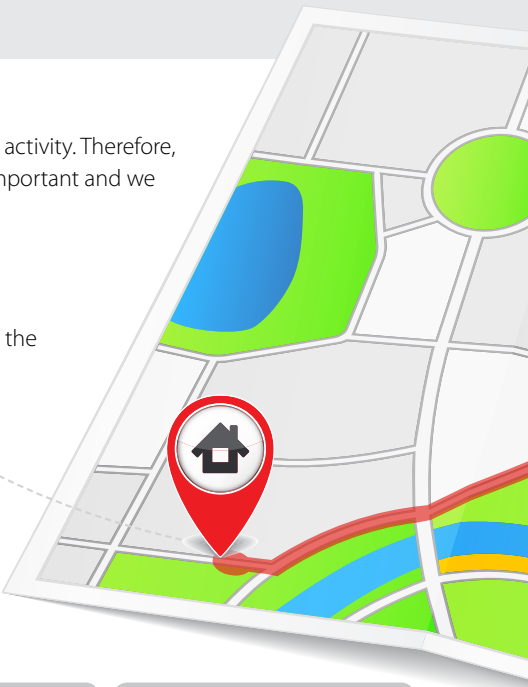


MBE Centre Location

A high percentage of your future MBE centre revenue depends on external commercial activity. Therefore, the business volume generated and the revenue made through private consumers is important and we want you to be aware of this.

WHAT SITE LOCATIONS DO MAIL BOXES ETC. FRANCHISEES LOOK FOR?

- A centre located within a central area, near or on a main road.
- A centre with a standard layout. A shop window and a surface area from 50m2 with the possibility of installing outside signage.
- A centre with potential for passing trade.
- A centre located near to other businesses or offices, in order to guarantee good pedestrian traffic and proximity to business clients.



THE MOST IMPORTANT FEATURES A GOOD LOCATION NEEDS

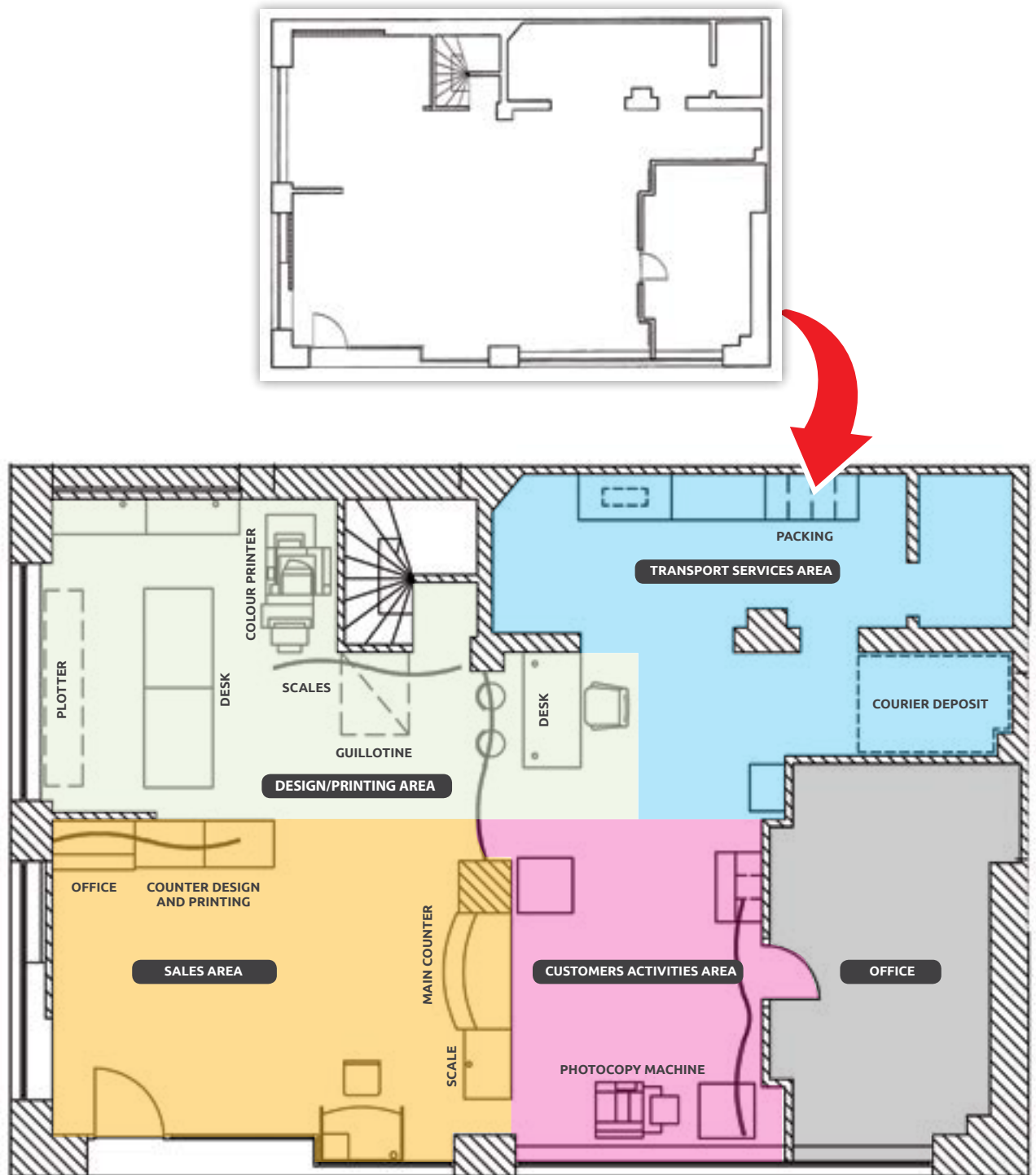
Surface From 50m ²	Ceiling height About 3m up to the false ceiling (min height 2.5m)	Windows Aluminium laminated glass 6+6m thickness	Air cond/heating Installed
Electrical Effective with power exceeding 10-13 KW	IT Installed	Flooring Smooth porcelain or wooden floor	Signage Installed (old business)
	Disabled access Without architectural barriers	WC Fully equipped	



What Will Your MBE Centre Look Like?

WORKING AREAS

The space distribution changes once the location becomes an MBE centre. The centre will be fitted with separate working areas as shown.



What Will Your MBE Centre Look Like?

CENTRE COUNTER



RETAIL AND FINISHING AREA



WORKING AREA



PRINTING AREA

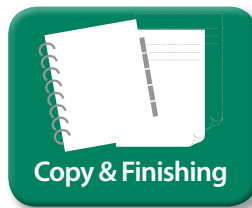


The Core MBE Services



MAIL BOXES

- A prestigious street address
- Secure and confidential
- Easy 24/7 access
- Mail collection and forwarding
- All mail, packages and signed-for deliveries from any courier accepted
- Electronic notification alerts



COPY & FINISHING

- Black and white copies
- Colour copies
- Folding and drilling
- Binding and laminating



PACK & SHIP

- Pickup
- Package
- Delivery
- Storage
- Logistics



MAILING SOLUTIONS

- Envelope printing
- Folding and inserting
- Mail lodgement



EXPRESS COURIERS

- Local
- National
- International



POSTERS AND BANNERS

- Architectural plan printing
- Signage
- Posters
- Pull up banners



COLOUR PRINTING

- Printing from file
- Business stationery and folders
- Postcards, invitations and brochures
- Personalised direct mail and envelopes
- Newsletters, flyers and packaging
- Catalogues, magazines, books and manuals
- Merchandise such as pens, clothing and bottles



DESIGN & WEB SERVICES

- Graphic design
- Website design
- Email marketing
- Social media



The Franchising Process

1	After your initial inquiry , you will be requested to return our Confidentiality Undertaking. At this stage we will arrange a visit to one of our centres.
2	Application to Franchise - On receipt of your application, we will issue you with our Disclosure Document. Included is a draft copy of the Franchise Agreement and the Franchising Code of Conduct.
3	Due Diligence - MBE Strongly recommends that you seek appropriate legal and business advice. It is also a great idea to visit other centres, and have a confidential chat with a number of our franchisees. We are more than happy to make the introductions for you.
4	Final Interview - With our CEO and senior staff to give final approval to your application.
5	Personal Financial Disclosure - You will be asked to submit a statement of your Assets & Liabilities.
6	Franchise Agreement and Territory Assignment - After a minimum of a 14 day cooling off period, we can enter into a Franchise Agreement. Payment of the Franchisee Fee is now due.
7	Centre Location and Design - Once a signed Agreement is in place, we will work with you to find a suitable centre location within your territory which complies to our corporate guidelines.
8	Centre Fitout and Training - While your centre is being fitted out to MBE Global Standards, you will be undertaking a minimum of four weeks hands-on in-centre training as well as one week classroom training in our Sydney Head Office.
9	Business Plan - Prior to the grand opening of your new centre, we will work with you on your business plan. Once you commence trading, this template will be used to monitor and evaluate your performance.
10	Grand Opening - MBE staff and fellow owners will be with you every step of the journey in order to provide you the best advice and service possible.



The MBE Australia Management Team



Ralph Askar

Chairman

Ralph was an officer of Mail Box Etc's parent company from 1995-1997 and headed the domestic and international franchise development departments as Vice President. With over 25 years in franchising, Ralph is one of the most successful area franchisees and international master licensees for Mail Boxes Etc. He believes active and consistent marketing is essential to the growth of any business, a task that he knows MBE is uniquely positioned for.



Mick Popovic

Finance Manager

Mick Popovic is a Certified Practising Accountant (CPA) and has worked in both public practice (Tax) for over seven years and a commercial environment for seven years. He has worked on hundreds of businesses ranging from small businesses to acting as a Finance Manager for an organisation with 300+ employees, operating from multiple locations and turning over 26 million per annum. Mick has seen the finance function from both sides of the fence and joined MBE in October 2014.



Clayton Treloar

Chief Executive Officer

A professional Owner/Manager, Clayton is noted for quickly moving up the ranks due to his advanced management skills. Clayton's special skill is in building relationships with people, always managing to find a common goal or interest and making both friends and sales. Clayton has also had a great deal of success in real estate and mid-tier department store retail, as well as assisting two international retail franchises to expand their reach and manage growth.



Sioux Tempestt

Marketing Manager

For over 25 years Sioux has been helping businesses communicate and grow through the design and development of clear and consistent branding. She has worked with small business owners, to corporates and government departments to create marketing material to realise a desired goal. Be it modernising a brand, boosting awareness or increasing sales. Sioux enjoys sharing her wealth of knowledge in marketing, graphic design, website design, printing and social media. Sioux joined MBE Australia in 2014.



Paul McLaren

National Operations Manager

With over 16 years working in the printing/shipping industry, having worked for Officeworks and Kinko's as a district manager, Paul joined MBE in 2011. His involvement in supporting business in the retail arena and business support services now benefits the franchisees whose stores he visits regularly. Paul also manages the corporate relationships with suppliers that make running a successful franchise possible.



Natasha Zamora

National Franchise Business Development Manager

Natasha is an experienced business-to-business manager at both a state and national level. She found success in creating a fashion brand start-up, utilising retail, importation, distribution and marketing expertise. Natasha has managed premium footwear brands such as Hush Puppies and Clarks at a state level. Natasha's passion lies in helping SME's and she is enthusiastic to aid the expansion of the Australian MBE network.



Jason Sowter

Technology & Infrastructure Manager

After nine years managing one of Kinko's largest centres, Jason joined MBE in 2010. His information technology skills support the growing and ever-changing needs of MBE, its franchisees, and the businesses that they serve. As part of his role, Jason experiences first-hand the needs and challenges of franchisees and the business by splitting his time between head office and one of MBE's stores.



Deborah White, CPA

Business & Compliance Manager

After spending five years in Italy teaching English as a Second Language, Deborah decided to pursue her Accounting Designation. She holds an honours degree in Business Commerce and is a Certified Practising Accountant (CPA Australia) as well as a Certified Fraud Examiner (CFE). She moved to Australia from Canada in 2012 and worked in a government department for over three years before joining MBE Australia in January 2016.

Get started today!

Contact us in person, or by phone

1800 556 245

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