



ABUELA GOYE FRANCHISING PROGRAM

Welcome to the ABUELA GOYE Franchising Program.

- Before we inform you about our program, we would like to tell you something more about us.

ABUELA GOYE is one of the chocolate brands which better shows the cultural richness and variety of Argentine Patagonia. Since some 30 years ago, ABUELA GOYE has turned into a brand which is associated with homemade production, together with the highest quality in chocolates, alfajores, ice-creams, jams and pastry. ABUELA GOYE homemade products give special consideration to the very sophisticated Patagonian taste, enhancing the wildest flavors of Patagonia, in a constantly increasing market, and permanently developing new demands and segmentations.

ABUELA GOYE proposal is to respect the regional tradition of Patagonia and the delicacy of its products, paying special attention to the everyday increasing demand of the customers. "Nature expresses itself through our products" is the phrase that best defines ABUELA GOYE imaginary product. The combination of European and Creole roots has definitively influenced our production techniques and presentation and the philosophy of our company which features us. Our main aim is to achieve a permanent harmony between what we produce and the special "moments" when our clients will savor them.

- Now, let us see what our Franchising Program is about.

ABUELA GOYE franchising is designed for a commercial shop, between 150m and 180m, which should comprise the three following items: chocolates, ice-creams and pastry. The said shop should have some 15 tables and 14 employees (in two shifts), plus all the necessary facilities for its functioning. Our areas of interest are: places with a lot of international tourism, high level consumers, such as Mendoza, Salta, Ushuaia, Puerto Iguazú and Puerto Madryn, among others. Our target in Buenos Aires is found in La Recoleta, Puerto Madero and Palermo Hollywood among others.

As to the investment required to establish and set up a shop, it is around US\$150000. The exact amount will be calculated according to the specific project. The ROI (return on investment) is calculated in 30 months.

- Do you want to be part of our Franchising Program?

We therefore request you to fill in the form available in our web site <http://eng.abuelagoye.com/franchising>, with your Name, Surname, Address, ZIP code, Phone, Email, Place and Date of Birth, Civil Status, Economic Activity, Area of your interest and Knowledge about the Area. All this data is confidential and will not be released under any concept to other company or other users of the Web.