

FRANCHISE WITH NOMOO

Leading the Future of Fast Food

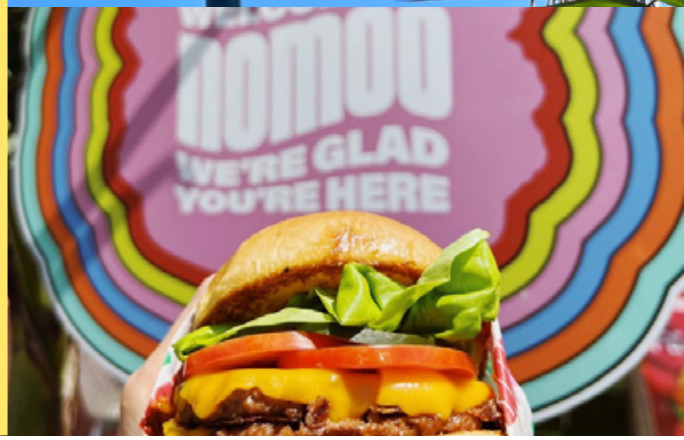
Before we dive in, why nomoo?

It's a word that gets to the core of why we exist as a brand. We're taking the "moo" out of your fast food favorites and creating a moo-vement where the most die-hard plant-based connoisseurs and hard-core meat lovers can dine together. At nomoo, we're pioneering the shift toward the future of fast food where plant based isn't taboo, it's nomoo.









Welcome to nomoo

George Montagu-Brown set out to reimagine America's favorite fast food favorites after an unsuccessful nationwide quest to find a plant-based burger joint with food that tasted delicious. The result of his fruitless search is the brainchild known as nomoo – the innovative fast food joint that's reimagined America's favorite meals and tasty treats with a fully plant-based spin.

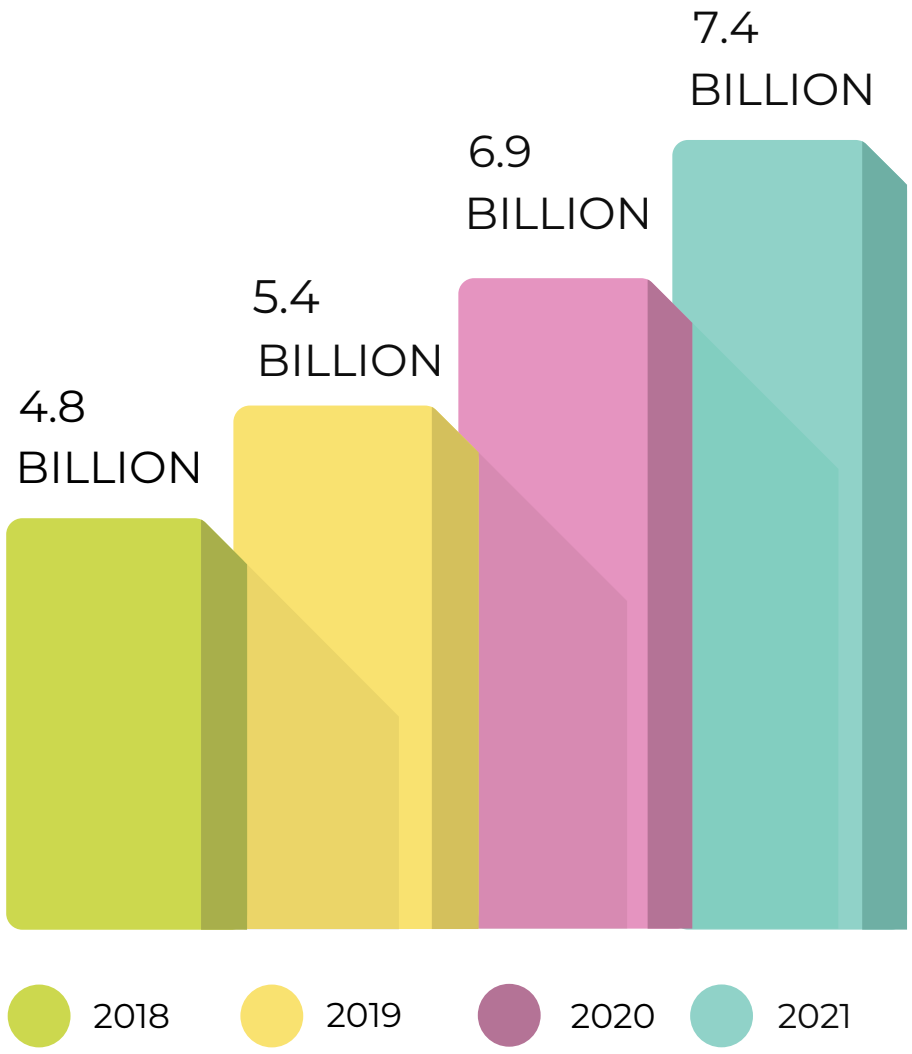
Under George's leadership, nomoo is pioneering the shift toward mouthwatering burgers and comfort foods delicious enough to convert the even the biggest meatlover. At nomoo's Los Angeles flagship, you'll find a hip, vibrant diner where die-hard plant-based connoisseurs and hard core meat lovers unite over innovative creations like fried mushroom "wings," the BBQ "Facon" and the Plant-Fil-A chicken sandwich as well as shakes, fries and tacos.

Next up for nomoo? National franchise growth in partnership with the global leaders in franchise development, Fransmart. We're excited to create partnerships with amazing operators who are interested in helping us expand the future of fast food in the local markets they know so well.

NOMOO
NEW AMERICAN BURGERS

There is a massive opportunity to capture shares in the growing $7.4B plant-based food market.

TOTAL PLANT BASED FOOD MARKET, LAST 4 YEARS



"The plant-based food market enjoys some eyepopping global projections, ranging from $25 billion to more than to $95 billion globally by 2030."

-- Nations Restaurant News

nomoo
NEW AMERICAN BURGERS

Despite the category size, there is not one national plant-based fast food brand that answers the call for convenient and crave-able classics... until now.







nomoo
NEW AMERICAN BURGERS

own a nomoo: Fransmart.com/eatnomoo













If you think that plant-based burgers can't rival meat-based ones, think again.

Nomoo is the only plant based fast food chain delicious enough to convert even the biggest meat lover – with its mouthwatering burgers, shakes and comfort classics, served in a bright, vibrant counter-style diner.

nomoo
NEW AMERICAN BURGERS

own a nomoo: Fransmart.com/eatnomoo

The Opportunity

Our vision for franchising starts with you. We are seeking entrepreneurs with passion and the drive to grow the future of fast food. Here's the nomoo advantage.



- **Strong Unit Economics**

  As disclosed in Item 19 of our 2022 FDD – in 2021, nomoo gross revenue totaled $1,398,241 & operated at 20.9% COGS and 28.3% Labor

- **Simple Business Model**

  Limited and focused inventory, menu and concept

- **Multiple Revenue Streams**

  Dine-in, delivery and online ordering

- **Great Territories Available**

- **Low Startup Costs**

  Small footprint, and conversion-friendly model

- **Global Supply Partner**

  Partnership with Nestlé on proprietary plant-based beef and sauces to streamline ops

Become a nomoo Franchisee In 30-Days



STEP 1 **Submit an Inquiry Form**
(Today!)

STEP 2 **Speak with Franchise Development Director**
(within 24 hours of submitting form)

STEP 3 **Submit the Franchise Application**
(2 Days)

STEP 4 **Review Application with Franchise Development Director**
(3 Days)

STEP 5 **Receive & Review Franchise Disclosure Document with Development Director**
(5 Days)

STEP 6 **Schedule Discovery Day with Franchisor**
(14 Days)

STEP 7 **Execute letter of intent**
(16 Days)

STEP 8 **Become a Franchisee! (30 Days)**
(30 Days)

nomoo
NEW AMERICAN BURGERS

Own a nomoo: Fransmart.com/eatnomoo

Start-up Fees & More...



Start-up Costs (Multi-Unit)
$328,000 – $732,500

Franchise Fee
$35,000

Multi-Unit Development Fee
100% of the initial franchise fee for first three restaurants, plus deposit of 50% of the initial franchise fee for each additional restaurant

Royalties
6% of weekly Gross Revenue

Worldwide Creative Fund
Up to 2% of Gross Revenue

Local Store Marketing
1% of Gross Revenue

Franchise Requirements

Operational experience in the restaurant business is a plus, but not required assuming a Director of Operations, proven to be successful at running multi-unit franchise businesses, will be a part of your team. Prospective Franchisees must meet the minimum requirements below to be considered for a nomoo franchise.

- $500K net worth*
- $250K liquid capital available for investment*
- Ready to begin development within the next 3-6 months
- Ready to develop a minimum five unit territory in a major U.S. area

Franchise Support

nomoo is committed to ensuring impeccable operations at every location. nomoo provides franchise partners with the all the resources and support necessary to continually succeed and grow.

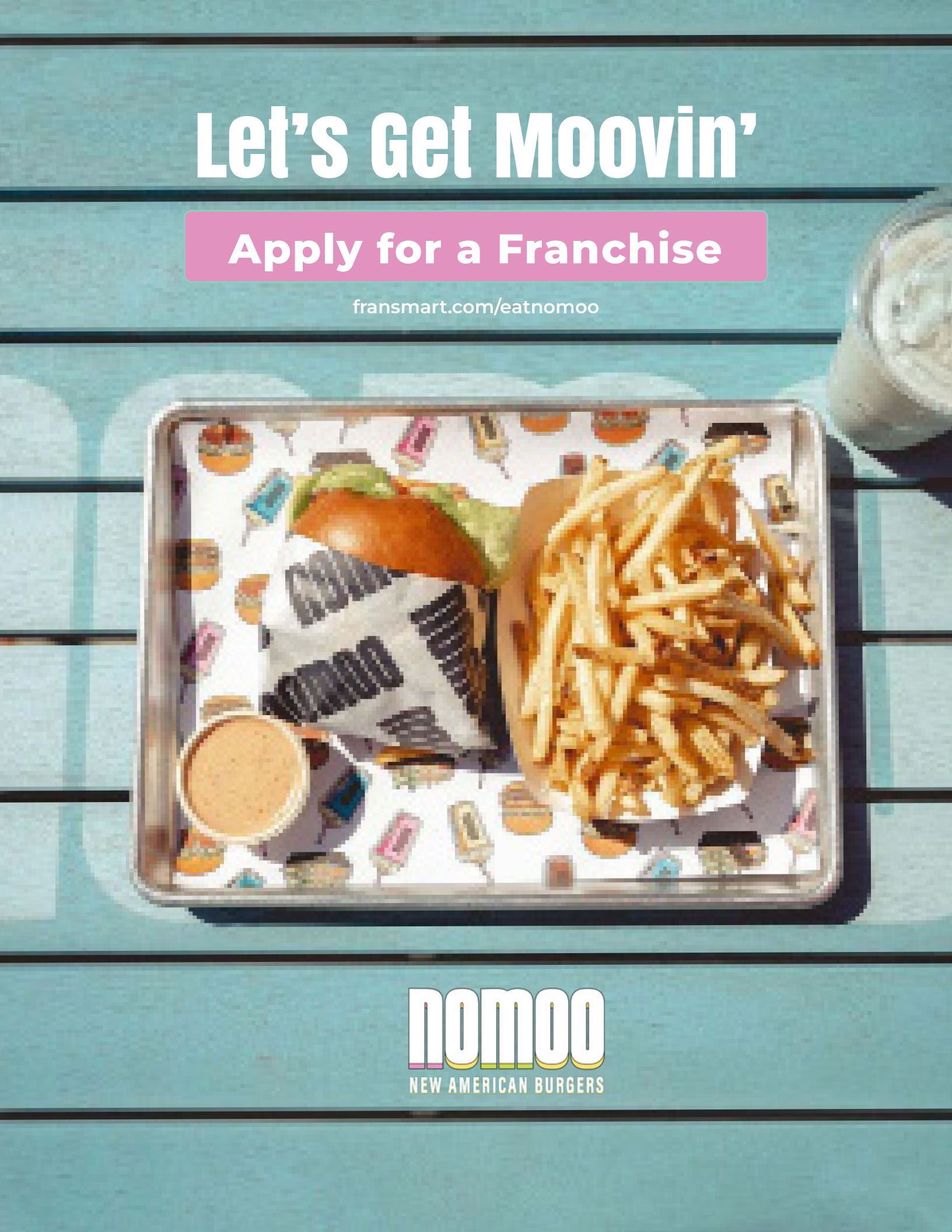
Support provided to franchisee includes:

- Real estate / site selection
- Store build-out, construction
- Training systems
- Operational support
- Recipe & menu development
- Marketing & brand building
- Vendor & equipment selection
- Point of Sale system
- Pre-opening, grand opening support

Let's Get Moovin'

Apply for a Franchise

fransmart.com/eatnomoo



nomoo

NEW AMERICAN BURGERS