

OPEN YOUR OWN STUDIO

- Professional carwrappers!

The logo for 'Wrap Champ' is rendered in white against a dark blue background. It features the word 'Wrap' in a bold, italicized, sans-serif font, positioned above the word 'Champ', which is also in a bold, italicized, sans-serif font. A large, white, curved swoosh arches over the top of the text, starting from the left and ending on the right, framing the words.

**Wrap
Champ**



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VALUES

Professionalism, Long-term perspective, Security

OUR CORE VALUES

PROFESSIONALISM

WrapChamp's goal is to be the most skilled applicators in the industry and all parts of our business are permeated by professionalism. We offer several training opportunities every year and all franchisees and studios within WrapChamp are quality certified.

LONG-TERM PERSPECTIVE

WrapChamp builds long-term relationships, both internally and externally and at all levels.

SECURITY

We are the best applicators. You as customers can be confident in how we treat your vehicles and that our materials are the best on the market and of course quality assured. Certification of our studios and our competent applicators assures a sense of security for you.



WrapChamp

WrapChamp

WrapChamp is the chain for vehicle decor with services in Businesswrap, Protectivewrap, Fullwrap, Fleetwrap, Detailwrap and Sunwrap. WrapChamp's main competence consists of efficient and qualitative processes.

VISION

WrapChamp wants to change the industry and become the largest player in Europe! We do this by constantly training and developing the individual and the chain while structurally refining the concept at all levels.

“WrapChamp is to be regarded as the leading company in vehicle decor”

WRAPCHAMP

Affärsidé, Affärssystem, Arbetssätt

BUSINESS CONCEPT

WrapChamp's business concept is to be the best at car decor and offer unique solutions.

- Same machinery across the country
- Same materials across the country
- Same colors across the country
- Same training of applicators

All this makes WrapChamp unique in its industry!

BUSINESS SYSTEM

WrapChamp has a completely unique business system for tendering customers etc. Everyone in the chain works in the same system and it provides efficient, qualitative processes in the whole business.

PROCEDURES

Our franchisees work with..

- Design
- Production
- Vinyl application

WrapChamp is the best in the industry and our franchisees and studios follow a clear way of working to maintain and develop quality, continuously, at all levels.



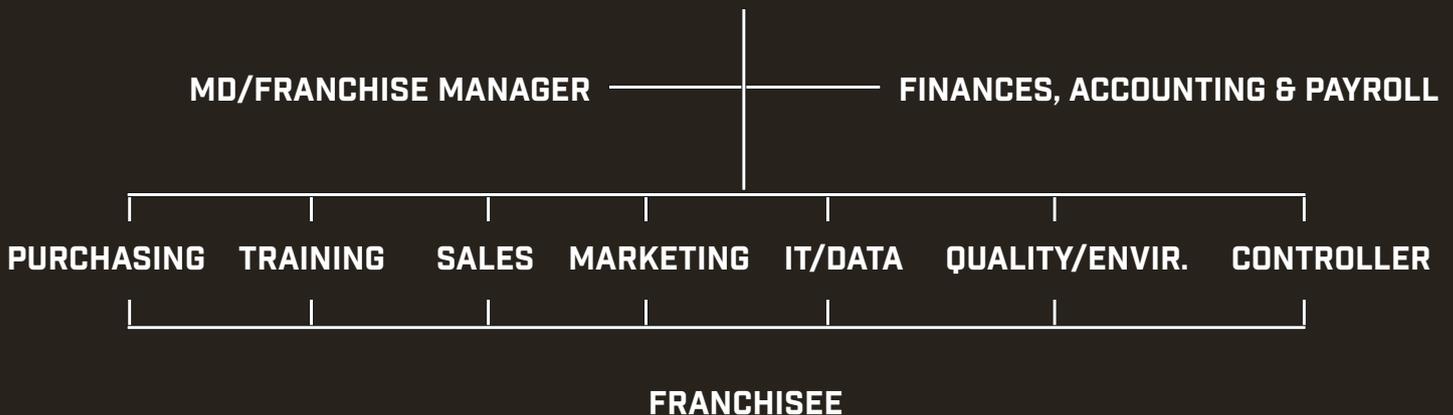
WRAPCHAMP

Owners, Corporation and Organization

OWNERS, CORPORATION AND ORGANIZATION

The company is 70% owned by Eriksson Business Group AB, 10% by Sweprod Group AB, 10% by Pär Dybeck Holding AB and 10% by Kidda AB.

WRAPCHAMP SVERIGE AB



WRAPCHAMP

Franchisee

FRANCHISEE

Franchise or franchising is a business model where a brand, concept or product can be used by (distributed by) an independent trader for a fee to the brand owner. The method can be used in virtually every area of our business where sales of goods or services are available.

ETHICAL RULES

The franchisor strives to follow the EFF's (European Franchise Federation) ethical rules for franchise operations as far as possible.

The franchisor encourages the franchisee to seek the assistance from external expertise before signing an agreement between the parties. The franchisor is an organization with a long experience of franchise, but this franchise concept in accordance with the franchise agreement must be classified by the franchisee as a young franchise concept and may thus involve a greater risk for the franchisee than a more well-established concept would constitute.

In this document, at a candidate meeting and through WrapChamp's Intranet / Handbooks, the franchisor has informed the franchisee of everything he knows about the concept and its activities. Nothing has been withheld in the process so that the franchisee has the opportunity to make as accurate an assessment of the concept as possible before access.





WrapChamp

A blue BMW sedan is shown from a rear three-quarter view. The car is parked on a dark grey surface in front of a building with a dark grey roll-up door. The car's body is wrapped in a vibrant blue color. On the rear side panel, the 'WrapChamp' logo is prominently displayed in white. The logo consists of the word 'WrapChamp' in a bold, sans-serif font, with a white swoosh graphic above the 'p' and 'h'. The car's rear wheel is a silver multi-spoke alloy wheel with a red brake caliper visible through the spokes. The BMW roundel logo is visible on the center of the wheel.

WrapChamp

**YOUR
WRAPPING
PARTNER**

THE CONCEPT

The franchisee's operations

THE CONCEPT

THE FRANCHISEE'S OPERATIONS

The operations within the franchise company shall be run by an operations manager who has completed all of WrapChamp's training and thus obtained certification within the chain. As a franchisee, you run your own limited company, completely separate from the franchisor company, WrapChamp Sverige AB.

RIGHTS

The franchisee receives an acceptance to run a studio in a specific geographical area and according to WrapChamps' concept. This includes support, service and agreements with suppliers provided by WrapChamp Sverige AB.

STAFF

Staffing at the franchise studio is governed by the scope of the business and is handled on an ongoing basis by the franchisee, ie the operational manager.

THE CONCEPT

Main business, Goals, Handbook

THE FRANCHISEE'S BUSINESS MAINLY CONSISTS OF:

- profitability in local operations.
- sell products and carry out assignments within the market area.
- conduct and run a local business within the concept.
- carry out local marketing in good harmony with WrapChamp's central marketing activities.
- participate in the chain's joint activities such as training, conferences, etc.
- purchase materials and products from the WrapChamp chain's approved suppliers and partners.

GOALS

Our goal is for the franchisee to build a successful company with good profitability and in the long run develop the business with more employees and customers. It is also an objective that the company should achieve a high value and that the owner of the WrapChamp franchise studio should have the right and the opportunity to sell the company to someone who wants to continue running it within the framework of the WrapChamp chain concept. The goal is simply that it should be a good deal for the franchisee.

HANDBOOK

For a franchise chain to function and continue to develop in a positive way, everyone must understand their roles. With commitment and understanding of the entire concept, WrapChamp creates with its handbooks, conditions for the concept to continue to develop positively.

THE CONCEPT

Training, This is how the chain makes money

TRAINING

As a franchisee of WrapChamp, you undergo basic training to open the business and is then offered continuous training within the company.

Basic training consists of:

- Education around the concept
- Sales training
- Design training
- Production training
- Service & maintenance training
- Vinyl application training

THIS IS HOW THE CHAIN MAKES MONEY

The franchisee

Runs the business as its own unit and sells directly to the customer. For support and ongoing support, the franchisee pays a franchise fee. The economical outcome that arises in the business is the franchisee's earnings.

The franchisor

The main income consists of the franchise fee paid by the franchisee.

WrapCha



CONCEPT PACKAGE

- Printer
- Vinyl cutter
- Laminator
- Application table
- Car lift
- Tool cabinet
- Tools
- Vinyl rolls "Starter kit"
- Computer equipment
- Office supplies
- Branded clothing
- Giveaway products

ECONOMY

Entrance fee, Franchise fee, Marketing fee

ECONOMY

ENTRANCE FEE

To be assigned a region and receive full access to the concept includes an entrance fee of 5,000€. WrapChamp offers the one that the chain considers most suitable to run an studio in the region, to start operations.

MARKETING FEE

WrapChamp handles marketing around the brand centrally. The franchisee pays a monthly marketing fee that directly relates to the franchisee's local marketing. This fee starts at 350€/month and the franchisee can increase this amount at any time for more marketing in the region.

FRANCHISE FEE

A running fee of 10% of the franchisee's monthly sales (excluding VAT). The franchise fee is a compensation for the right to work with the WrapChamp concept and for the services and support to which the franchisee is entitled under the franchise agreement.

ECONOMY

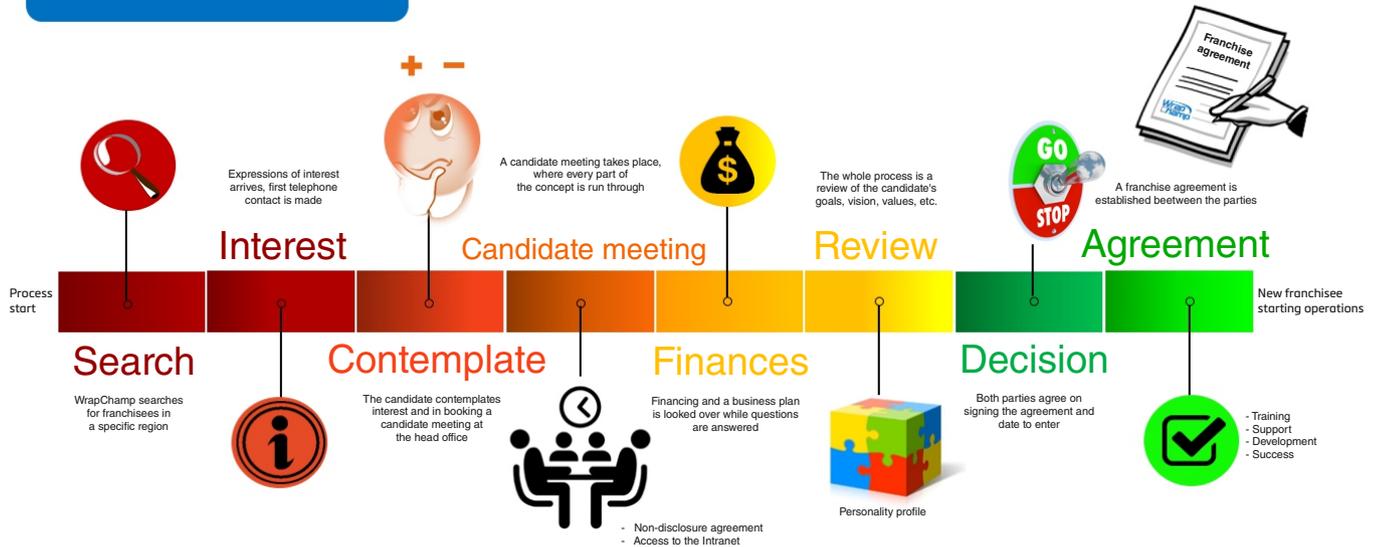
Franchise fee/Royalty

Being part of the concept carries a fee. This fee is easy for the franchisee to make up for the franchisee through lower costs compared to running a stand-alone business. There is support around any questions in your operation. Running a business alone today is not easy, but by being a part of WrapChamp gives you focus on the correct things!

Design - Manufacturing - Application, other parts are handles by the concept for optimal development of the franchisee's operations.

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- A close-up photograph of a hand holding a metal tool, possibly a wrench or a similar instrument. The word "ROYALTY" is engraved in large, raised, orange-colored letters on the metal surface. The background is a soft, out-of-focus blue and yellow gradient.
- The brand
 - Support
 - Lower cost
 - Centralized marketing
 - Local marketing
 - Licences
 - Software
 - Training
 - Chain-wide contracts
 - Accounting
 - Business counselling
 - References
 - Handbooks
 - Know-how
 - etc.

Process



After the "Candidate meeting" and if the feeling is right for both parties, a non-disclosure agreement is signed. The potential franchisee is then given the opportunity to take part in further information about the concept.

CONTACT

You will find the country's Franchise manager on WrapChamp's website.

wrapchamp.com



THE FRANCHISE- PROSPECTUS

The franchise prospectus is a document that will give the potential franchisee a good idea of the conditions, meaning and consequences of collaboration within the WrapChamp chain. The prospectus shall make the franchise clear, concrete and facilitate when the franchisee is to inform its advisers about the content of the business idea and how cooperation within the chain is structured.