



Gelatissimo

BRAND INFORMATION PACK

APRIL 2023

Flavour Obsessed!

TASTE THE DIFFERENCE

Obsession and imagination – two ingredients that drive us to create the best tasting gelato. We use traditional gelato making techniques, but there's nothing traditional about us. With fresh, seasonal ingredients, indulgent inclusions and better for you options, our gelato will inspire all your senses.

Our artisan gelato is made fresh in-store daily, with only the best ingredients. With a wide array of flavours available in-store, choosing is half the fun.

FOR THE SEEKERS OF SENSATIONS THAT
SMACK YOU WITH FLAVOUR; THAT JOYOUS
JOURNEY OF TASTE AND TEXTURE; THOSE
SWEET AND EVER-SO-SALTY CRAVINGS;
TO QUENCH YOUR THIRST FOR ZEST, AND
RICHNESS AND RIPENESS.
FOR THE FLAVOUR OBSESSED IN EACH AND
EVERY PERSON: YOU HAVE ARRIVED.





Brand Drivers

ITALIAN INSPIRATION. THE AUSTRALIAN WAY The best of both.

We don't claim to have invented gelato, but we sure have made it our own! Inspired by the artisans of Italy, we make gelato the Australian way - with a fresh attitude and the freshest ingredients.

MOMENTS THAT MATTER Making memories that last.

A scoop of gelato can change our customers' day. Whether it's a fleeting interaction or an extended visit - we create magical moments for people to come together, connect and celebrate. Let's give them something to remember - with warm and authentic service, delivered with a smile.

**Flavour
Obsessed!**

INDULGENCE, YOUR WAY Delighting all the senses.

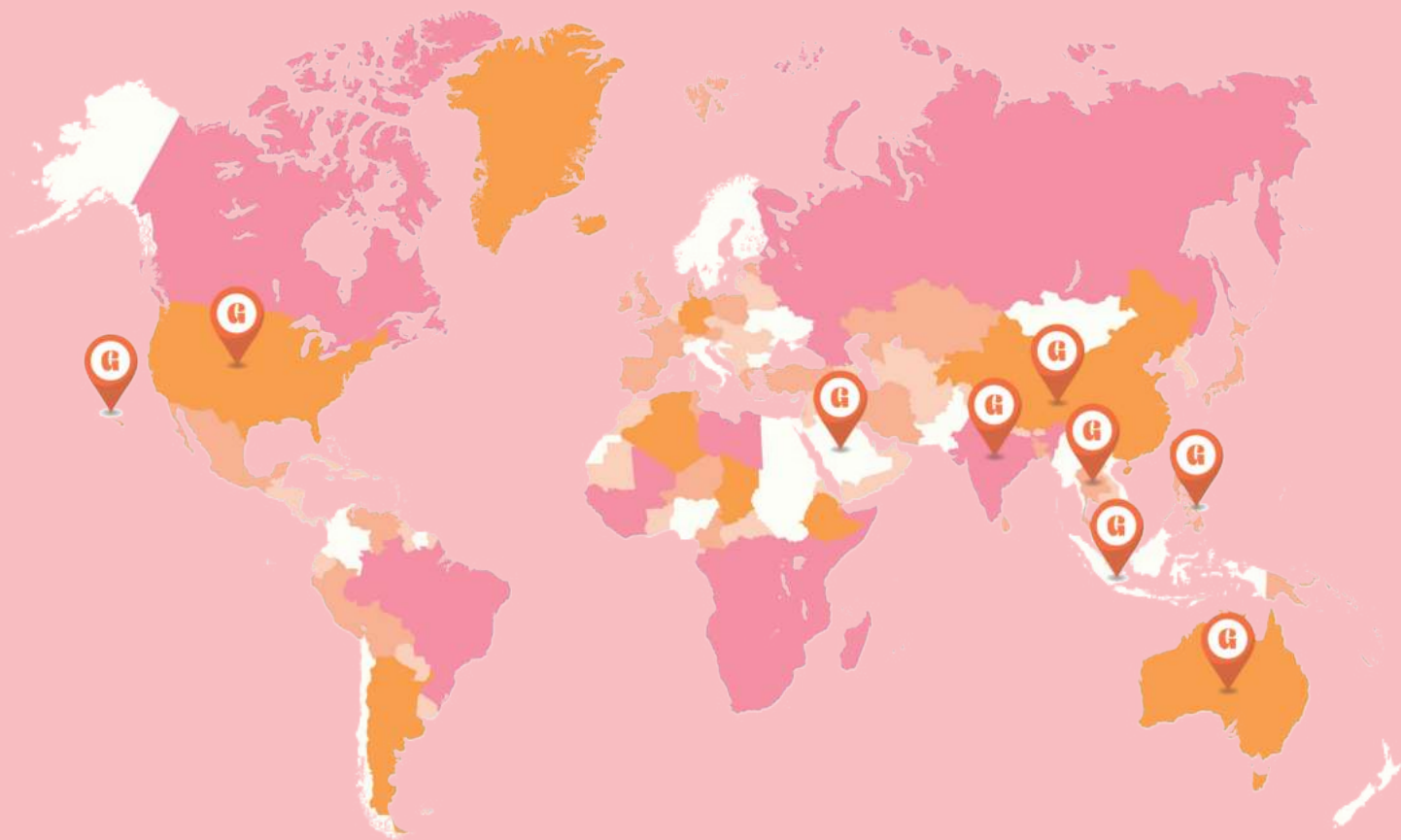
We create gelato experiences to delight every sense. Immersive, indulgent experiences bring sweet surprise and daily delight in-store, online and at home. A Gelatissimo experience is a feel-good experience, to brighten your day and your mood!

GLOBAL INFLUENCE. LOCAL CONNECTION. Flavours for your world.

We believe inspiration can be found everywhere. Inspired by the flavours of the world, we use traditional techniques, delivered in new ways. Find fan favourite classics and reimagined flavours, all made fresh with care.

Brand Presence

WE HAVE 46 STORES IN AUSTRALIA AND OVER 70 STORES
WORLDWIDE WITH PLANS TO GROW



We want to be the world's number one gelato brand, and thanks to the popularity and desire for our delectable gelato reaching distant shores, we've been expanding our family of gelato stores all over the globe.

Today we have stores in shopping centres, high streets and kiosks across Australia, as well as globally in Thailand, Hawaii, the Philippines, Singapore, Saudi Arabia, Bangladesh, India and the United States with even more in store.





Branding

We have worked hard to make our brand synonymous with quality, fun and a highly memorable experience.

OUR BRAND
is our most
IMPORTANT ASSET

Not every brand can claim to make people smile day in and day out, and to truly bring a moment of joy to its customers. This is the magic of the Gelatissimo brand.

Our Products

Our artisan gelato is made fresh in-store daily, with only the best ingredients. As well as our innovative flavours and indulgent ranges, we're passionate about providing a range of vegan-friendly, made without dairy, and made without gluten options to suit all – we wouldn't want you to miss out on a sweet treat with us!

Obviously we believe the quality of our gelato is of utmost importance. Because we've got that down pat, it means we get to experiment with finding the latest mouthwatering creations where we make discovery half of the fun.

Newly created flavours are exclusive, offered to customers for a limited time only, and our way of saying "you're special, we made this just for you."

AWARD WINNING
GELATO MADE FRESH
IN STORE BY OUR
LOCAL ARTISAN
GELATO MAKER



Continuous Product Development

We pride ourselves on creating authentic and indulgent gelato that is packed full of flavour. We serve up the freshest ideas and ingredients, to serve a flavour-packed treat and whenever this is recognised, we love to share the news with our flavour-obsessed Gelatissimo customers. In 2022/2023, we took home over 26 awards from Australia’s most prestigious ice-cream & gelato competitions as well as winning first place at the World Dairy Expo with our Salted Macadamia & Dulce De Leche gelato.

Awards



**AUSTRALIAN DAIRY
INDUSTRY AWARDS 2022**

GOLD

Wicked Double Choc
Brownie

SILVER

Chunky New York
Cheesecake, Hazelnut,
Vanilla Bean



**ROYAL SYDNEY
AWARDS 2023**

GOLD

Espresso

SILVER

Chocolate, Choc Caramel
Fudge made with Lindt,
Italian Hazelnut Rocher,
Decadent Cookie Dough

BRONZE

Peanut Butter Brownie,
Caramel Cookie Butter



**ROYAL QUEENSLAND
AWARDS 2022**

SILVER

Mango Sorbet

BRONZE

96% Sugar Free Chocolate,
Dragonfruit & Lychee,
Vegan Peanut Butter
Brownie, Triple Choc
Vegan Cookie Dough



Delivery & Take Home

A key part of our business is delivery & take home. Our stores deliver to customers via Uber Eats, Menulog and Doordash to ensure that our customers can enjoy gelato made fresh at their local gelato store, without leaving the comfort of their own home. Alternatively, customers can pickup their favourite flavours in 500mL or 1 litre tubs to take home and enjoy.



Uber Eats



Social Media

We've cultivated a large and diverse social media following across all the major platforms and are constantly developing and innovating new content to engage our passionate consumers. Our most popular pieces of content include our famed gelato making videos and new flavour announcements.



*Statistics as of April 2023



Wholesale

We released our new gelato pints into Coles supermarkets around Australia in September 2022, bringing our brand and gelato to more people than ever! Our Gelato pints are available in a range of flavours.

This new range of products compliments our gelato stores perfectly, by providing customers with the same great taste that they are used to, but with a range of new flavours in a new environment for enjoying gelato.

NOW IN
coles

Store Design

Due to the simplicity of our store operations we are able to adapt our store designs to suit a variety of spaces whilst maintaining efficient store operations and a high quality customer experience.



HIGH STREET 45-75_{M2}



SHOPPING CENTRE (IN LINE)

40-60_{M2}



SHOPPING CENTRE (KIOSK)

25-30_{M2}



Five reasons Gelato makes for great business

1. SIMPLE PRODUCT WITH ENDLESS VARIATIONS

New product development is key to growth as a business because it keeps customers coming back and allows the business to adapt to changing customer needs. At Gelatissimo, we stock over 50 different flavours in our stores and release around 30 new flavours every year. Our stores consistently stock a range of classic flavours like cookies and cream or our award-winning mango, as well as plenty more adventurous choices too such as lychee or red velvet Royale. The sky is the limit in terms of flavour creativity!

2. APPEALS TO A WIDE CUSTOMER BASE

Who doesn't love gelato? Whether it's a date-night dessert, a way to cap off a warm Sunday afternoon, a special celebratory treat or just a little pick-me-up, it's not hard to find a reason to buy gelato. At Gelatissimo, we pride ourselves in meeting the demands of the widest possible range of customers by offering product options that suit their taste buds and dietary requirements. Vegan, low-sugar, allergy-friendly, dairy-free—whatever the need, we can meet it.

3. FAMILY-FRIENDLY FUN

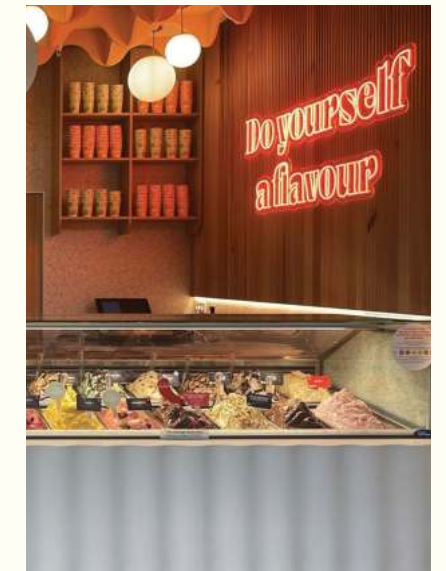
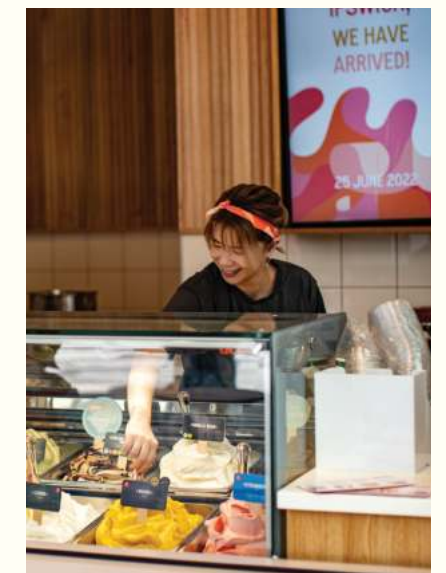
There's something innately special about sharing gelato with those you love. We know that the simple pleasure of eating gelato offers an authentic family-friendly experience that makes people smile, regardless of age or stage. To keep the good vibes rolling, our marketing approach always includes fun and light-hearted campaigns to appeal to families, such as seasonal-inspired flavours (Halloween, Easter, Christmas, Valentine's Day), celebration ideas and competitions.

4. MINIMAL SPACE AND EQUIPMENT REQUIRED

The simplicity of the product allows gelato stores to be relatively small and inexpensive to operate, especially if take-away is the primary mode of service. The equipment required to make and serve gelato is minimal. These factors make for a low initial investment for a franchisee, while keeping the option open for expansion in future if desired.

5. MINIMAL WASTAGE

Gelato needs to be stored at a chilly -13°C for maximum creamy coolness. Because the product is frozen it retains its freshness for a longer period than a refrigerated product and wastage is drastically reduced. Less wastage is great news for the business-owner's budget and, importantly, for the planet as well. At Gelatissimo, we make gelato in small batches fresh instore which allows our franchisees to closely monitor stock levels and maintain quality control, further reducing any possible wastage.





Becoming a Franchisee

IS THIS A FULL-TIME GIG?

If you're asking if owning a Gelatissimo means full-time involvement, then the answer is yes and lucky you! Welcome to the greatest job on earth. The responsibility of the Franchisee includes: day to day running of the store, training and development of staff, local marketing activities and financial control. We have observed that stores with owners/operators who are closely involved in the business perform the best. The passion and contribution they bring across various areas is a big factor in maximising the potential of the store. For this reason, we strongly recommended that the owner has a day-to-day involvement in their store.

HOW MUCH WILL IT COST TO BUILD A NEW STORE?

We have a variety of different formats for our stores and the cost will vary depending on the site and the format. To get up and running you're likely to see an average cost somewhere between \$300,000 and \$450,000+. Smiles come after that!

HOW LONG DOES IT TAKE TO OPEN A STORE?

Altogether, we suggest allowing up to 20 weeks depending on whether a site and lease is available.

WHAT ASSISTANCE DOES GELATISSIMO PROVIDE?

- Training and development throughout your ownership
- Dedicated Area Manager support who have the skills and capability to be hands on and be involved with helping you drive your business.
- Extensive new product development. Check out our social media channels for a taste of the great products we are renowned for.
- National brand marketing program led by an experienced team.
- Dedicated local store marketing resources, including your own fund to create and drive local opportunities.
- National team across property, supply chain, finance, operations, product, marketing and customer experience who have been in place since 2004.

WHAT ARE THE ROYALTIES AND MARKETING FEES?

Gelatissimo currently charges a flat weekly royalty fee and 3% of turnover as a marketing fee. Our current fees and entry costs are regularly reviewed and subject to change.

Hear from our franchisees

JAIME MA

- SURFERS PARADISE AND CHERMSIDE

"I started working at Gelatissimo as a part time worker when I was 17. Before I started working there, I didn't even know what gelato was! Two years later, I quit Uni and started working full time because I LOVED working way more than bookwork and study! From starting out as a part-time Junior, I soon became full-time as a Senior, then Senior Manager. I was running Surfers as my main store while helping out at other stores if needed. My kids were 2 years and one was 9 months when I took over the store in Surfers in 2017. I wanted to move onto something bigger within 10 years. Steve and Susan, the Franchisees of Surfers, were (and still are) my biggest mentors. They suggested I take on Surfers because I knew it so well. So, I spoke with my parents and my partner we assessed our plans and having 2 young kids. I became a franchisee in 2019 and my concept of the store changed so much. My passion grew and I had a drive that I could always do more, do better. I've also made a great network of friends with other franchisees. When we can, we catch up over lunch, have pow wows and talk about what we can do better. I'm dedicated to my store and still work hard at Surfers full-time. I am also very excited Because I've now purchased my second store at Chermiside! After working in the company for so many years, I still love to get up, go to work and make gelato. There's so much that goes into making good gelato – the texture, the smell, the consistency, the flavour. My absolute favourite flavours were the Veronese Chocolate and second the Biscottino. I also love Irish Cream and Honey Toffee and Malte."

JIM EFSTATHIOU

- CANBERRA CENTRE, GUNGAHLIN AND MANUKA FRANCHISEE

"Our first impressions of Gelatissimo as a customer, over 11 years ago, was the cheerful service and the variety, quality and consistency of the products on offer. Now as Franchisees we focus on providing the same fun atmosphere and strive for the same high quality service and product excellence that left an impression on us. The support from Head Office is always there when needed and we truly feel like they have the best interest of our business at heart."



Next Steps

1. ENQUIRE WITHIN

Now you've realised this is a real gig that means you get to be in the business of smiles everyday, you'll need to complete and submit a franchise enquiry and one of our franchise team will get back to you.

2. WELCOME CHAT

This is our chance to get to know you and assess your suitability, discuss location preferences, give you an overview of the Gelatissimo franchise system and discuss final requirements. At this point we will also invite you to complete our Application Form and Confidentiality Agreement.

3. FIRST INTERVIEW

After receiving your application form and signed confidentiality agreement, we'll arrange a formal catch up to go into more detail around the financials and application process. Following on from the interview we will send you a more detailed information relating to the franchise.

4. INSTORE EXPERIENCE

Now that you've met with us, had a good understanding of the franchise system and received great feedback from our franchise development team its now time to do an instore experience. This provides an opportunity to see first-hand the day to-day operations of a Gelatissimo Franchise. You will spend a few hours in one of our designated stores, allowing you to gain an insight into our systems and the way we operate. This is where you see if Gelatissimo is the right choice for you. You will also meet with the Area Manager of that region who will answer any questions you may have.

5. SECOND INTERVIEW AND FINAL APPROVAL

You may have further questions after the first interview, so this meeting will help to answer those. You also get to meet with the CEO. We'll also chat about potential sites for your store in more detail, discuss training and determine the timing of financial commitments. We will request a fully refundable fee at this stage and provide you additional supporting information. You will then get a formal letter from Gelatissimo confirming your approval.

6. SITE SELECTION AND FRANCHISE AGREEMENT

Next up, site selection, rental negotiation and store fit out planning. Once the site is selected and lease terms have been negotiated, the lease and franchise agreement paperwork will be finalised, and the balance of the franchise fee is payable, to seal the deal.

7. TRAINING BEGINS

You're almost there. During your training period of 3-4 weeks, you'll be learning about all things gelato in the Gelatissimo Head Office and selected training stores.

Contact Us

**WE APPRECIATE YOUR
INTEREST IN BECOMING
A GELATISSIMO FRANCHISEE.
IF YOU HAVE PASSION FOR OUR
BRAND AND WHAT WE DO, ARE HARD-
WORKING, WELL-INTENDED, AND
RESPECT YOURSELF AND OTHERS,
WE WELCOME YOU TO INVESTIGATE
A GELATISSIMO FRANCHISE
TO ITS FULLEST**

Franchise Sales Team

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SCAN HERE TO ENQUIRE



Gelatissimo



Information statement for prospective franchisees

Before you sign the franchise agreement

Entering a franchise is a big decision. Check these important things off your list before signing up

☐ Learn about franchising

Franchisees who participate in pre-entry training tend to have better relationships with their franchisor and be more successful in business. Free online courses for prospective franchisees can be found at www.accc.gov.au/franchising-education-program.

Information about franchising (including translations) can be found at www.accc.gov.au/buyingafanchise.

☐ Conduct due diligence

Thoroughly research the franchise system. Study the disclosure document, the franchise agreement and any other documents provided by the franchisor. Talk to current and former franchisees about what they find rewarding and challenging about the business.

☐ Get professional advice

It's important to get legal, accounting and business advice from independent professionals with expertise in franchising. They will identify risks and help you make decisions.

☐ Consider other options

Look at more than one franchise business. It's a good way to test if a franchise is the right fit for you.

The Franchise Disclosure Register is a free directory of franchisors available in Australia.

Use it to compare important information about different franchises, such as costs and contract terms. This can help you make informed decisions.

Check the Franchise Disclosure Register accessible via the www.business.gov.au/franchising 'Buy a Franchise' page.

Understand franchising

It is important that you understand what franchising is before you enter a franchise.

Franchising is a way of doing business based on a brand name and business system. Usually the franchisor controls the system closely. The franchisor grants you the right to operate a business in line with its system, normally for a set time. As a result, you may be limited in the changes you can make in the business without the franchisor's agreement.

In some ways your franchise is your business and in some ways it's not your business.

You could be bound by confidentiality obligations. This may include limits on your rights to discuss the franchise business with third parties or to use the franchisor's intellectual property or business system outside the franchise.

The franchisor might make changes to the franchise system to adjust to market conditions. A franchisor may make these changes, even if you don't agree with them.

Benefits

Some franchise systems offer benefits other types of businesses cannot

- an existing product or service
- an existing reputation and image
- a pool of resources to fund advertising
- economies of scale when purchasing supplies

Not all franchise systems offer the benefits listed.

Risks

Even with a well-established brand, franchising is not risk free

Watch out for site turnover

Look for warning signs about a franchise system like high site turnover. If one site has had many owners (known as churning) it could mean it's not in a suitable location. A high turnover across a system might indicate the system has expanded too quickly or without a plan to make existing businesses successful (known as burning).

Think about potential unexpected expenses

Franchisors can impose significant capital expenditure on you if certain conditions are met. For example, if some conditions are met a franchisor can make you pay for new equipment or refurbish your store - even if it costs you a lot of money.

If something is important, make sure it's in the franchise agreement

Some franchise agreements contain 'no agent' and 'entire agreement' clauses. Franchisors include these clauses so the terms of the franchise agreement can override any previous information provided to you. This could include all verbal or written information from an agent, the franchisor, or an associate of the franchisor. If there is something important that you've been promised verbally or in writing that is not in the franchise agreement, consider the risk you are taking.

You can choose not to sign the agreement.

Questions to ask

Take your time to do your research and seek professional advice. If the franchisor tries to rush you, remember you can walk away. There will be other opportunities.

Some of the following questions are answered or give an indication in the Franchise Disclosure Register.

You will also have lots of questions to ask your franchisor, professional advisers, and current and former franchisees. Here are questions to consider:

Franchisor experience and reputation

- How long has the franchise system been operating? What success has it had and where? The economy has its ups and downs. Consumer demand for products or services is not the same in every geographical area.
- What experience does the franchisor and its key staff have in managing a business?

Start-up costs

- How much working capital or extra funds will you need to get the business established?
- How long will it take you to break even after paying the costs of setting up the business?

Ongoing costs

- Can you only get products from an approved supplier?
- Does the franchisor receive rebates from suppliers and how is that rebate used?
- Will you pay franchise fees even if you are not making a profit?

- Will you make enough money to pay yourself as well as any staff? Labour costs can be hard to estimate. It's up to you to know what employment laws apply and to comply with them. The Fair Work Ombudsman can help you understand workplace rights and obligations: www.fairwork.gov.au/franchises
- What happens when there is product 'wastage' and 'shrinkage'? Some franchise agreements include clauses on wastage and shrinkage. Wastage refers to products that are no longer fit for sale. Shrinkage can include theft, another loss or accounting error.

Earnings

- Have any profit or earning promises been made to you? Ask current and former franchisees if profit or earning promises were kept. Their contact details will be in the disclosure document.
- Will you have an exclusive territory in which to operate your business?
- Does your franchisor have the ability to compete with you online?

Changes

- What changes can be made without your approval and how will this impact your business?

Franchisor-franchisee relationships

- What are the dispute resolution procedures? Will the franchise agreement include a commitment by the franchisor to binding arbitration? Arbitration can be a quicker and less expensive way to

resolve disputes than going to court. It might be hard to imagine needing arbitration, but it could become important if things go wrong.

What happens at the end of a franchise agreement?

- Will you be able to renew the agreement if you want to? Are there conditions on this?
- What rules apply if you want to sell the business before the end of the term?
- When the franchise term ends, what are you entitled to (such as paid market value for your equipment or for goodwill), and what happens if you are in debt?
Goodwill refers to the market value added to the franchise business by the franchisee for example, by building a client-base. However, in franchising, franchisees often have limited rights once the franchise agreement ends. You may not get any value for goodwill at the end.
- Are there any restrictions on you starting a similar business if the agreement is not renewed? It's a good idea to obtain legal advice on restraint of trade clauses.
- If the franchise ends unexpectedly, how would this impact you? Are you aware of the types of events that may lead to non-renewal or termination of an agreement? For example, if the franchisor becomes insolvent, you may not be compensated for the loss of your business. You may not get back the money you contributed to a marketing fund.

Speak to former franchisees to find out what happened at the end of their agreement.

If you change your mind

Take your time before you sign

The Franchising Code of Conduct gives you at least 14 days to read all the information that a franchisor provides you. This includes the franchise agreement, disclosure document, key facts sheet and information about any lease arrangement.

You can take longer than 14 days to study this information and get advice. For most people this is a bigger investment decision than buying a house so it's okay to take your time before signing a franchise agreement.

Cooling off period

You are entitled to terminate a new franchise agreement within 14 days. If you choose to exercise this right, you are entitled to a refund of the payments you have made (though reasonable expenses may be retained).

Your cooling-off rights are outlined in the Franchising Code of Conduct.

If you have doubts

If you have any doubts, consider not signing the franchising agreement or exercising your right to back out of the agreement during the cooling-off period.

Even if you have already invested time and money, it's worth considering how much more you could lose if the business is not successful.

After you sign the franchise agreement

Know your rights

A franchisee may have private rights of action under the Franchising Code of Conduct, the Australian Consumer Law and the law of contract. Your franchise agreement is a contract that contains many of your legal rights and obligations. You may have rights in contract law if the franchisor does not honour the agreement.

The Franchising Code of Conduct requires franchisors to disclose certain information to both potential and existing franchisees.

It also sets out minimum conditions on the rights of the parties under a franchise agreement. It can be found at www.legislation.gov.au.

Dispute resolution

Franchisors must have an internal procedure for handling complaints. If you can't agree on an outcome within 3 weeks, either party may refer the matter to mediation or conciliation facilitated by an independent third party. Arbitration is also an option when both parties agree to this process.

Dispute resolution services are provided by the Australian Small Business and Family Enterprise Ombudsman (ASBFEO). Visit the ASBFEO [website](http://www.asbfeo.gov.au), email info@asbfeo.gov.au or call 1300 650 460.

Enforcing your rights

If something goes wrong after you sign the agreement, you may need to take your own legal action to enforce your rights.

ACCC's role

The Australian Competition and Consumer Commission (ACCC) enforces the Australian Consumer Law and the Franchising Code of Conduct. The ACCC takes action for breaches of these laws where it serves the public interest. The ACCC does not take action on your behalf if something goes wrong for your franchise.

You can make a report to the ACCC via its website at www.accc.gov.au/contact-us.

Sign up to the ACCC's Franchise Information Network

Subscribers receive regular email bulletins about current franchising issues, including changes to the law, information for franchisors about compliance and updates about the ACCC's franchising work. To subscribe, visit www.accc.gov.au/fin.

More information about franchising and running a business

www.business.gov.au offers information about franchising and running a business.

www.accc.gov.au/buyingafanchise includes a franchisee manual and other information, videos and publications for people thinking about buying a franchise, including in languages other than English.