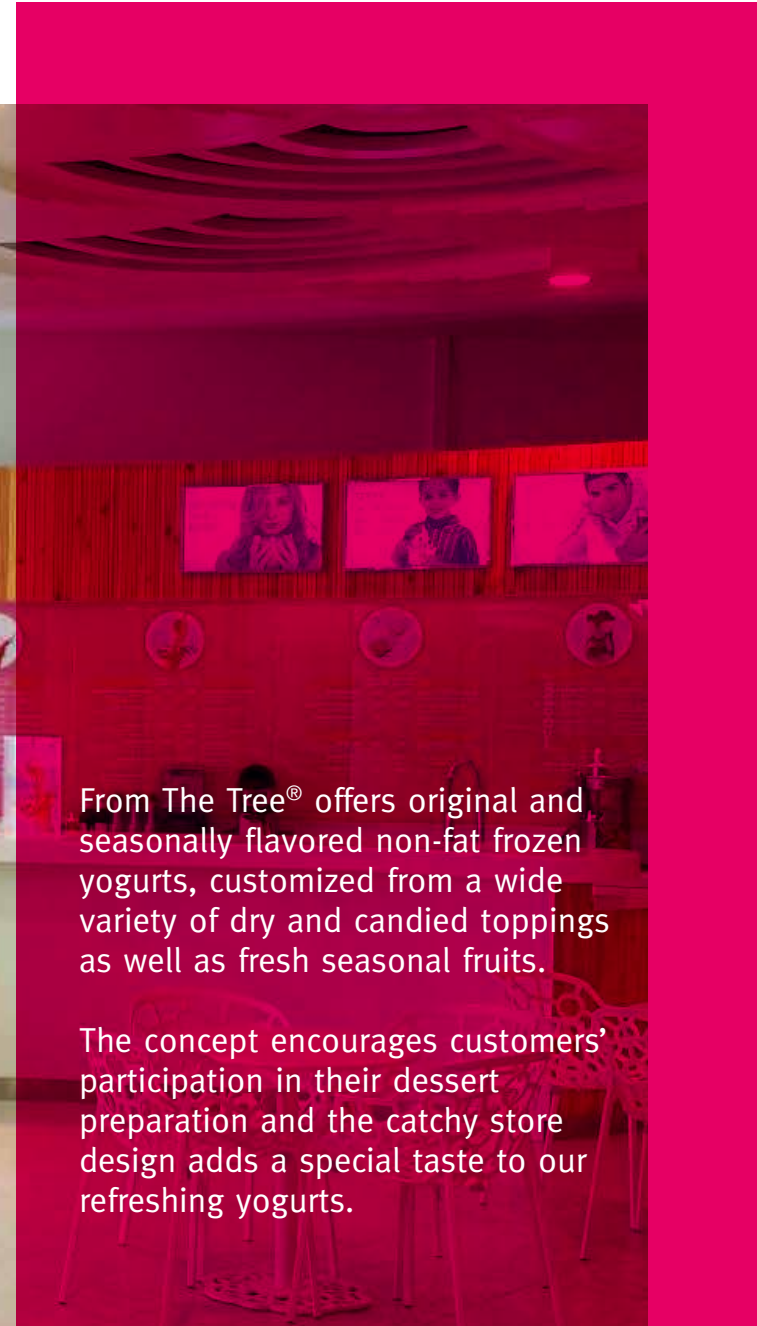




Partners in Success

THE CONCEPT



From The Tree® offers original and seasonally flavored non-fat frozen yogurts, customized from a wide variety of dry and candied toppings as well as fresh seasonal fruits.

The concept encourages customers' participation in their dessert preparation and the catchy store design adds a special taste to our refreshing yogurts.



THE JUICY TRUTH

Our menu includes healthy fruit, vegetable, and detox juices, refreshing yogurt smoothies, as well as soft serve ice cream. Customers can also combine their choices of natural boosters. Our enjoyable and fat free desserts section is a must try!

TO GET STARTED

From The Tree® will enter into Sub-Franchise Agreements with qualified individuals and companies who commit to develop and operate a minimum of 1 store within a defined territory.

Our Sub-Franchise agreement has an initial term of 3 years, renewable for 1 additional 3-year terms. An initial fee is associated to the development plan.

THE OPERATION

- Point of Sale systems that help manage the business efficiently to maximize profits.
- Training (provided based on years of proven success) to achieve consistent operations.
- Ongoing support to maximize the operation



THE SUPPORT

Our team provides assistance with site selection, lease negotiation, construction, store opening, marketing, kitchen equipment, interior design, training, and menu engineering.

Moreover, through the implementation of proven processes and procedures, we provide our Sub-franchisees with ongoing support to build and sustain a successful business.

THE MARKET

From The Tree® provides a customer-loyalty driven environment and a friendly atmosphere, while aiming to be the market leader and innovator.

THE SUB-FRANCHISEE QUALIFICATIONS

The following qualifications are essential for you to be considered as a Sub-franchisee for Hot Star concepts:

- A ready flagship-site to operate your Sub-Franchise
- Existing infrastructure dedicated to the development of our brand
- An existing company and structure (preferably with experience in F&B)
- Local knowledge and expertise in the fields of consumer preferences, real estate government regulations, and distribution
- Ability to maintain the brand's integrity and credibility



THE SUB-FRANCHISE PROGRAM

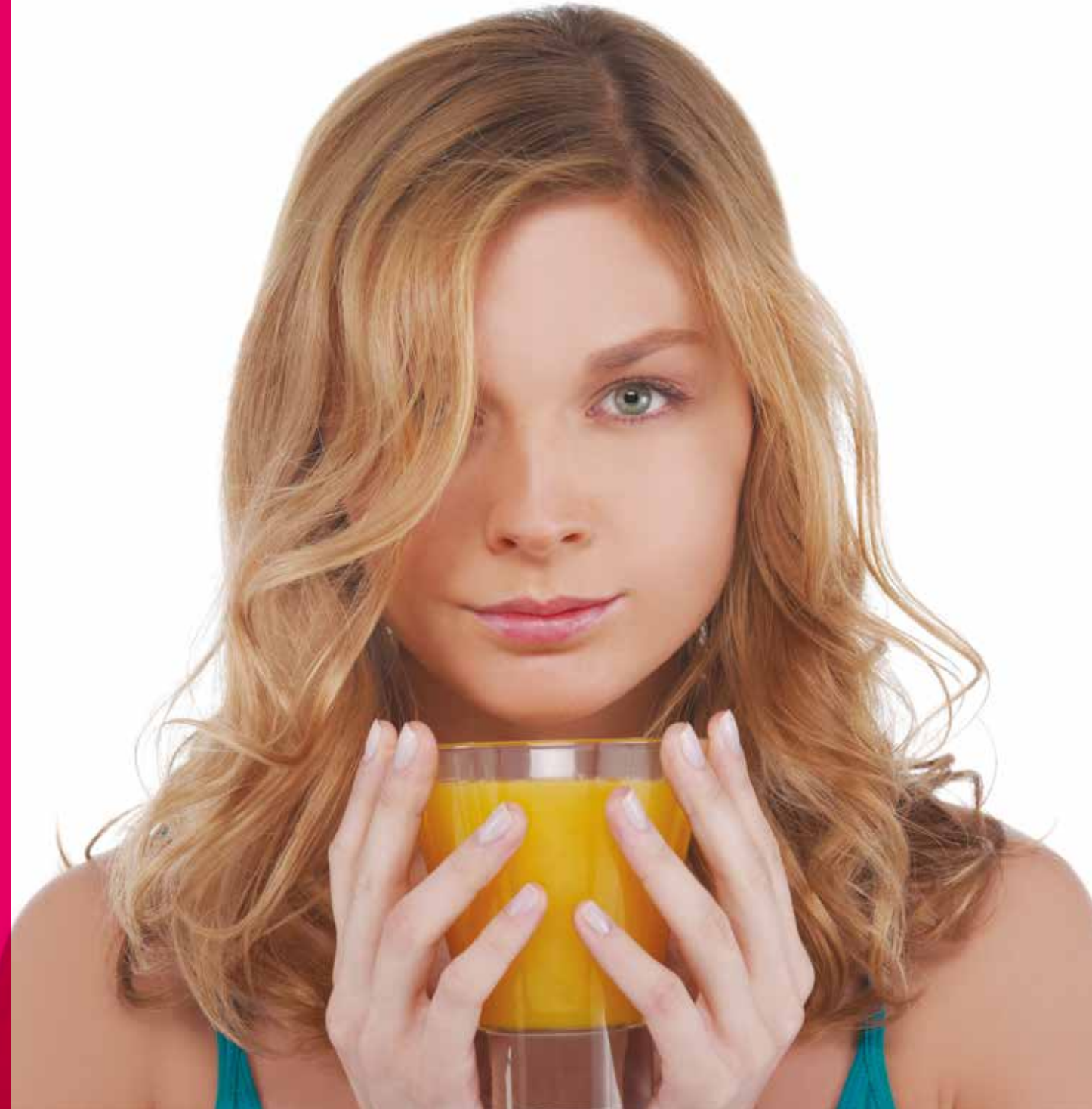
As a Hot Star Ant Ventures Sub-Franchisee you will be provided with the following:

1. Research & Development tools
2. Operation Manuals
3. Branding Manual – including the brand guidelines
4. Standard Operating Procedures
5. Menu recipes & Menu Engineering assistance
6. Initial & Scheduled trainings
7. Initial & Scheduled site visits

THE VENUE CRITERIA

Size 20 – 40 sqm

Access Front entry door, patio exit door.



THE KEY PEOPLE



HOT STAR & ANT VENTURES

Headquartered in Muscat & Beirut partnering
in developing and managing innovative F&B
concepts that are synonymous with quality
and outstanding customer satisfaction.
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