

## Frequently Asked Questions

**Q. What is the concept of Health Food Wall?**

- A. Health Food Wall is the modern-day solution for fast, convenient and healthy take-away meals. With the use of innovative technology, a healthy meal only takes a couple of seconds to obtain, making Health Food Wall the fastest healthy meal solution on the market today.

The customizable automat can fit into almost every space, making it easier than ever for businesses and employers to supply customers and employees with healthy meals, wraps, snacks and drinks.

**Q. What Products are offered by Health Food Wall?**

- A. We offer meals that are vegetarian, vegan or gluten-friendly, in a variety of flavors and combinations. We use the term gluten-friendly for our meals that are prepared without gluten. Perfect for people who choose to eat less gluten or are sensitive. We handle our meals and products with great care, but can't guarantee 100% gluten-free: this is why we use the term gluten-friendly on our meals. We also offer meals that are gluten-friendly and are free of animal products.

Our meals are prepared with the freshest products, no unnecessary conservatives and are made with love by our professional chefs. Designed by our dietitians, our meals are nutritious, filling and tasteful and packed with essential vitamins, minerals and nutrients. Besides our meals we offer Cold Pressed Juices made from delicious organic fruits and vegetables. The juices are certified organic and gluten free and are made without the use of any pasteurisation, HPP or freezing.

We are about health and our planet so we use bio-degradable and FSC certified packaging only.

**Q. What is the typical capacity of a Health Food Wall unit?**

- A. The wall units come in 2 sizes: a 48-compartment and a 72-compartment units.

**Q. What are the target venues for a Health Food Wall?**

- A. We strive to place our Health Food Walls in five main venues (channels). These are:
- Travel Retail Channel: Airports, Railways, Motorway Service Stations
  - Healthcare Channel: Large Hospitals
  - Education: University Campuses
  - Commercial Buildings : Large Office Buildings, Convention Centres
  - Sports & Fitness Channel: Gyms & Fitness Clubs, Large Sports Clubs, Sports Arenas.

**Q. Is it essential that I have Retail, Hospitality or Catering experience?**

- A. Whilst it is preferred for the prospective licensee to have prior retail and/or hospitality and/or catering experience, it is not a requirement provided the licensee recruits an experienced Business Development & Operations manager.

**Q. Can I apply for a single unit license?**

- A. No. The Health Food Wall business is driven by scaling the distribution of the HFW retail-units. A single or a few Health Food Wall units do not allow for a financially viable business for the licensee.

**Q. Can I have an exclusive territory?**

- A. Yes. Health Food Wall grants an exclusive territory for a specific channel or across multiple channels. This Area Development license rights include: a development territory, development channel(s), a development period and a development plan, to be agreed upon on a case by case basis.

**Q. What is the Area Development Fee?**

- A. The Area Development Fee is evaluated on a case by case basis, and varies based on the potential of each territory. The Area Development Fee starts at €40,000 for the smallest exclusive territory.

**Q. What is the ongoing Royalty Rate?**

- A. The ongoing royalty fee is 6% of total net sales paid on a monthly basis. This also includes a Guaranteed Minimum Royalty paid up-front ('as an advance') on an annual basis and settled against the 6% royalty rate at the close of the year. We ask the licensee to use a total of 1% of total net sales for local marketing purposes.

**Q. What will sales be? Profit margin? What ROI can I expect?**

- A. After the initial review process and assuming a licensee candidate meets the initial review criteria, more business and financial information can be shared. Success involves risks and depends upon a licensee's ability as an independent businessperson or company. We cannot give assurance or warranty as to potential sales or results, and prospective licensees are encouraged to conduct their own independent study and business plan to determine potential sales and profit levels prior to signing any license agreement.

**Q. What is the initial investment?**

- A. The initial investment consists of a) Area Development Fee, in addition to b) pre-operation Capital Expenditures, and c) pre-operation Working Capital & Other Expenses. The pre-opening CAPEX varies according to the number of retail-units agreed to be deployed in the first year (i.e. the number of walls in the first order).

For example in the case of an Area Development Agreement consisting of a development plan of 12 walls in 5 years (including 2 walls in the first year). The total initial investment could vary between €147,500 and €174,500 (inclusive of the Area Development Fee).

**Q: What is the term of the Unit License Agreement?**

- A. Six (6) years renewable, provided that the terms of the agreement are met throughout the previous term.

**Q. How long does the license assessment process take?**

A. The initial review process takes 1 to 2 weeks.

If a licensee candidate meets the initial review criteria, a more detailed review will be required which includes: support documents and business plan by licensee, a signed letter of intent, a signed non-disclosure agreement, and Health Food Wall's disclosure of relevant license information. The timing of the entire process relies mainly on the pace of the prospective licensee in providing the requested information.

**Q. What kind of training is provided by Health Food Wall?**

A. Health Food Wall organises Licensee Initiation Training which typically is conducted in person or via video-conferencing depending on the territory and the logistics. The Initiation Training covers the following topics amongst others:

- Brand Values and Standards
- Operating & Quality Standards
- Suggested Product Range & Recipes
- Software use and analytics
- Business Development

**Q. What kind of support programme can I expect from Health Food Wall?**

A. It is of significant importance for Health Food Wall to ensure that our licensees are well equipped and supported in order to enable them to be successful. We have designed our License programme accordingly, and will provide such information in the second stage of the application.

**Q. What is my next step?**

A. Simply complete the License Application Form and return to us. We will review your application and get back to you with our feedback.