

Thank you for choosing DQ®

The following are the steps involved in applying for a DQ Grill & Chill® or DQ® / Orange Julius® :

Step 1: Confidential Information Form

- Complete the attached Confidential Information Form and return via email w/ Resumes – each potential shareholder to complete
- If you meet the Dairy Queen® Canada's minimum requirements for a Franchise, A New Restaurant / Store package will be sent to the mailing address provided.

Step 2: Review of Franchise Disclosure Document and Franchise Application Forms:

- Return the "Acknowledgement of Receipt" (Yellow Form – Back of the Disclosure Document) - Signed and Dated by all potential shareholders.
- Franchise Fee (\$30,000 + tax for a DQ®/Orange Julius® or \$45,000 + tax for a DQ® Grill & Chill®) Cheque dated a Minimum of 15 Days following date on Acknowledgment of Receipt
- Application for DQ® Operating Agreement - Each Shareholder
- Confirmation of Liquid Assets for the project (roughly \$150,000 - \$265,000 for a DQ®/Orange Julius® to \$400,000 for a DQ® Grill & Chill® or 30% of development cost).
- Include complete Business Financial Statements for any business you may currently own
- Credit and Criminal Check Release Forms – Complete and send w/ (2) a Photo Copy of (2) pieces of Government issued ID's for each potential Shareholder

Step 3: Due Diligence:

- Reach out to our existing Franchisees' and visit a minimum of (3) of our DQ® locations – similar concepts as you will be investing in. You will be required to have conversations with our existing Franchisees' as part of your "Due Diligence" in an effort to have a clear understanding of the type of concept you will be investing in..

Step 4: Preliminary Budget / Bank Discussion Paper:

- Your Franchise Development Manager will provide you with a Preliminary Budget for a "like" style concept to which you will be investing in.
- Provide your Franchise Development Manager with a bank "Discussion Paper" outlining the Terms, Interest Rate and the amount of the total Financing

Step 5: Management Training Readiness Assessment:

- Your Franchise Development Manager will make arrangements for your targeted Certified Managers to complete the MTRA

Step 6: Candidate Questions

- Your Franchise Development Manager will provide you with a set of (7) Essay Style Questions along w/ (21) Short Form questions to which you will answer with your targeted Certified Managers

Step 7: Interview with the Director of Franchise Development

- Your Franchise Development Manager will arrange for you a preliminary interview with the Director of Franchise Development

Step 8: Executive Review Committee Candidate Approval Meeting and Pre-ERC (Discovery Day)

- The “Discovery Day” is an opportunity to meet with the various departments that will assist you with your project.
- You would travel to Burlington, Ontario for a meeting with our Executive where your business case is presented to the ERC Board.
- An Interview with our Executive Team is scheduled for an opportunity to for you to meet and ask any questions.
- Approval is given immediately following the Executive’s deliberation.

Step 9: Site Selection and Site Approval

- North West Atlantic and Cushman Wakefield are our third party Real Estate brokers that assists DQC in identifying and selecting targeted development locations in the market. DQC® will be working towards identifying a specific location upon receipt of your franchise fee, and the site will in turn be presented to the DQ® Executive Review Committee.

Step 10: Construction and Operations

- Our design and construction department will then create Design Intent Drawings for the construction of your store and walk you through the construction process.
- The Operations Team will assist you with startup and operation of the business.

If you have any additional questions, please feel free to contact me directly.

Thanks,

Tony Watters

Franchise Development Manager – Western Canada

5045 South Service Road, Suite 3000

P.O Box 430

Burlington, Ontario

L7R 3Y3

Cell: 905.439.0904

Home office:905.493.TONY(8669)

Burlington Office: 905-639-1492 ext 4428



CONFIDENTIAL INFORMATION FORM

BEFORE COMPLETING THIS FORM ELECTRONICALLY:

- *Save this document to your computer*
- *Close the document*
- *Re-open the document from your computer*

This form has been designed to gather preliminary information about you and your interest in our franchise system. The purpose of this form is to help us begin the evaluation of your qualifications and business plan.

THIS IS NOT AN APPLICATION FOR A FRANCHISE OR EMPLOYMENT.

If you meet our qualifications and we both desire to pursue a possible franchise relationship, additional information, including a formal application, will be requested. At the conclusion of this form, please follow the instructions to submit the Confidential Information Form (CIF) to Dairy Queen Canada Inc.(DQCI)/ Orange Julius Canada Ltd. (OJCL).

(WE SUGGEST THAT YOU CONTINUALLY SAVE THIS DOCUMENT TO YOUR HARD DRIVE WHILE COMPLETING THIS FORM)

***Please type or print using black ink*

CONCEPT

DQ Grill & Chill[®] *DQ*[®] *Orange Julius*[®] *Orange Julius*[®] Other: _____ (specify)

(Complete a separate form for each individual requesting consideration)

PERSONAL INFORMATION

Name _____

Address _____ City _____ Province _____ Postal Code _____

Home Phone _____ Office Phone _____ Cell Phone _____

Preferred Phone Contact Number & Time to call (select one): Home Office Cell

E-Mail Address _____

EDUCATION AND EMPLOYMENT INFORMATION

Name of Schools Attended, Address, Degrees Earned, Years Attended and Major Subjects:

Employment History (please attach resume)

Describe your most recent two occupations (indicate if self-employed):

Present Position _____ From _____ To _____

Company Name/Location _____

Type of Business _____

Your Responsibilities _____

Previous Position _____ From _____ To _____

Company Name/Location _____

Type of Business _____

Your Responsibilities _____

BUSINESS AND MANAGEMENT

Do you have restaurant? Yes No

If yes, explain: _____

Please Note: A management person with restaurant experience will be required.

Have you ever been a franchisee of any other company? Yes No

If so, what company and dates? _____

Do you plan to be the full-time operator/manager of this business? Yes No

If not, have you identified an operator/manager? Yes No

If yes, will this person have a vested ownership interest in the business? Yes No

What is this person's current employment? _____

Number of employees supervised by this person? _____

Does the above individual have restaurant ? Yes No

If yes, please explain: _____

What in your background or experience qualifies you to become a Dairy Queen® and/or Orange Julius® franchisee? _____

Desired date to open first unit: _____

Are you interested in multi-unit development? Yes No

How will the Dairy Queen or Orange Julius® franchise help you in achieving your business and personal goals?

Do you plan to have equity partners? Yes No

If yes, please identify all partners and enclose a copy of this form completed by each partner.

<u>Name</u>	<u>Address</u>	<u>Phone</u>	<u>Active in Business?</u>

CURRENT BUSINESS INFORMATION

Note: Complete this section if an existing business entity will be proposed as the franchisee.

Business Name _____

Address _____ City _____ Province _____ Postal Code _____

Office Phone _____ E-mail _____

Contact Person & Title _____

Phone Number/Extension _____ E-Mail Address _____

Nature of current business? _____

Is your company currently involved in the foodservice industry? Yes No

If yes, please describe: _____

Does the business entity have an affiliation with any other franchise? Yes No

If yes, please explain: _____

Describe your goals for your proposed Dairy Queen® and/or Orange Julius® business: _____

SITE INFORMATION

Do you own or control property you would like to have considered for development? Yes No

If yes, location preferred:

First Choice Address _____ City _____ Province _____ Postal Code _____

Second Choice Address _____ City _____ Province _____ Postal Code _____

If you do not own or control property, what is your geographic preference? _____

FINANCIALS

The source and amount of available liquid assets and the amount of equity to be invested in the development of a new restaurant project is an important consideration. DQCI has established minimum requirements in both of these areas for each concept. **The actual equity necessary for a project may be greater depending upon lender requirements, actual cost of applicant's project etc. The current minimum requirement by concept is 30% liquid cash as equity into the project: AN EXAMPLE:**

CONCEPT	TOTAL PROJECT COSTS	NET WORTH	LIQUID ASSETS
<i>DQ Grill & Chill</i>	\$800,000 to \$1.2 Million or more	\$750,000	\$400,000
<i>DQ / Orange Julius</i> Freestanding w/drive thru	\$500,000 to \$800,000 or more	\$500,00	\$300,00
<i>DQ / Orange Julius</i> (Malls Only)	\$300,000 to \$500,000 or more	\$250,00	\$150,000
<i>Orange Julius</i>	\$375,000 or more	\$200,000	\$115,000

Please Note: Retirement accounts are not considered liquid assets and may not be used in the calculation of Liquid Assets or the Required Equity.

Your Net Worth: \$ _____

Your Current Liquid Assets: \$ _____

The amount of equity you plan to invest into this project (Required Equity): \$ _____

Please Note: You will be required to verify your Net Worth, Liquid Assets and Required Equity in connection with your Franchise Application.

OTHER INFORMATION

How did you become aware of this franchise opportunity?

Magazine _____ (which one)

Restaurant Visit

Trade Show _____ (which one)

Internet _____ (*DQ* Website or other)

Referral

Other _____

Additional information or comments that you might like to share with us in evaluating your consideration for a *Dairy Queen and/or Orange Julius* franchise: _____

Please Note:

Please complete all questions to avoid delay in the review of your information.

Please remember to save this form to your hard drive before submitting to Dairy Queen Canada Inc. (DQCI).

TO SUBMIT YOUR CONFIDENTIAL INFORMATION FORM:

To electronically submit the completed Confidential Information Form (CIF) to Dairy Queen Canada Inc.:

- *Go to the “File” menu*
- *Select “Send To”*
- *Choose “Mail Recipient”*
- *Address the email to: tammie.verna@idq.com*
- *Hit “Send”*

If you would prefer to mail or fax the completed Confidential Information Form (CIF), please use the following address or fax number:

**Dairy Queen Canada Inc.
Attn: Tammie Verna
5045 South Service Road, Suite 3000
Burlington, ON L7L 3Y7
Fax (905) 681-3623**

Upon receipt, one of our franchise developers will contact you to discuss available opportunities.