



International Market Profile

- Franchise-friendly environment
- Appreciation for name brands and professional standards
- Knowledge of service and quality standards of Western brands
- Significant middle class consumer base.
- Significant number of cars operating with a tradition to use branded auto service

International Licensee Profile

- Current experience as an operator in an auto related business
- Knowledge of and/or access to supply chain resources
- Access to appropriate retail real estate
- Access to a minimum of US\$5 million capital for this investment project
- Must possess a thorough knowledge of the local marketplace, be well placed in the community and can staff with the expertise to assure a smooth transfer of the systems to be successful
- Experience as a franchisor, franchisee or area licensee helpful
- Ability to build, own and operate at least 5 Midas® stores before sub-licensing is allowed in a territory

Potential International License Candidate Companies

- Successful multi-brand licensing groups in the auto sector
- Licensees of large U.S. retail franchises
- Auto Care businesses that could be converted to Midas®
- Local auto dealerships
- Convenience store operators with car service bays