

FRANCHISE INFORMATION REPORT



SportClips®
HAIRCUTS

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WHY INVEST IN A SPORT CLIPS FRANCHISE?

THE NATION'S LEADING MEN'S HAIR FRANCHISE IS ON A WINNING STREAK THAT WON'T QUIT

If you're seeking a path to financial independence, a way to transition out of the corporate world, and want to take control of your future, franchising with Sport Clips is a wise choice.

Founded in 1993, Sport Clips has grown to over 1,800 locations in North America and is the only hair cutting franchise to have a footprint in all 50 states. As the first brand to specialize in haircuts for men & boys, Sport Clips has become a dominant brand in the multi-billion dollar hair salon industry that's renowned for our Championship Haircut Experience.

As a franchise opportunity, Sport Clips is hard to beat. We have a long, proven track record of helping entrepreneurs achieve greater freedom, a more flexible lifestyle, and a firm foundation for the future. Our straightforward business model is designed to scale, offers tremendous unit-level economics, and provides an essential service that won't be automated out of existence. As long as men have hair, Sport Clips will always be in demand.

"Sport Clips is stronger than ever before," says Edward Logan, CEO of Sport Clips. "We've proven that we're not only recession-resistant, but we're also pandemic-resistant. This is a very stable business with steady cash flow and straightforward business model. Now is a great time to invest in Sport Clips because as we head into 2022, we're excited about the great real estate opportunities that exist right now as well the disruption of client behavior. As people change their buying behavior and their habits, the brands that go out and capture those clients are going to win an outsized market share. That's going to be us because that's how we're thinking."

OUR MANAGER-STYLE BUSINESS MODEL MEANS YOU DON'T HAVE TO QUIT YOUR DAY JOB

One of the key advantages of franchising with Sport Clips is that you don't have to leave your career – in fact, we insist that you keep your day job.

Our business model is unlike many other franchise concepts in that we encourage our Team Leaders to work on and not in the business. You will hire a store manager who will oversee all of the day-to-day operations of your store, manage your stylists, and deliver the Championship Haircut Experience your customers expect and deserve.

As an owner, your role will primarily be a supportive one.



You will be responsible for creating a family-like culture that empowers your team to do exceptional work. By developing an incredible team, you will be able to focus on growing your business, implementing marketing strategies, and taking care of the administrative duties on the back-end. As a rule, we expect our Team Leaders to spend around 10-15 hours per week on their stores – that's it.

In other words: owning a Sport Clips franchise is as straightforward as a business can get.

"Our Team Leaders are phenomenal business people," Edward says. "Very few of our Team Leaders have salon experience or beauty experience – and that experience isn't necessary. Our top-performing Team Leaders are people friendly. Of course, this is a business and we're all trying to make money, but I think that the best way to determine if this is the right business for you is whether or not you can get passionate about this business – or will this just be a spreadsheet for you? Our mission is to create a championship haircut experience for men & boys in an exciting sports environment. If you're excited about that – then we're excited about you."



A RECESSION-RESISTANT BUSINESS

WHEN HAIR SALONS REOPENED,
AMERICANS RUSHED BACK

-THE NEW YORK TIMES

OUR BUSINESS IS DESIGNED FOR MULTI-UNIT OWNERSHIP

The simplicity of our business model allows our Team Leaders to scale up to multi-unit ownership quickly.

We're proud that so many of Team Leaders are multi-unit operators and continue to reinvest in the brand. In fact, Sport Clips is home to several double-digit owners who have 10, 20, 30, and 40 stores open – with plans to continue expanding!

"Sport Clips was designed from day one to be a multi-unit opportunity," says Jim Atkinson, Vice President of Franchise Development. "This was never set up to an individual unit where someone buys a job and is in it for the rest of their lives. Our business model is very simple: we cut hair. We built our business model to scale and we have all of the resources that you need to scale quickly and effectively based on your goals. We know when you should add resources and when you should build additional infrastructure, so, whether you want to scale up to three stores, five stores, 10 stores, or beyond, we have a plan that can help you get there."

STABILITY. CONFIDENCE. LONG-TERM GROWTH.

Sport Clips has one of the highest franchise continuity rates in the industry. This means that our Team Leaders stay in their businesses, that their businesses stay open, and that year-after-year, our franchise network gets stronger and stronger.

As an investor exploring business opportunities, this should matter to you. Our high franchise continuity rate means that we offer stability, confidence, and the potential for long-term growth.

"We're closing in on 1,900 locations," says Gordon Logan, Founder of Sport Clips. "We know that this business works. We've been able to help entrepreneurs change their lives through business ownership, and in turn, they've been able to create countless opportunities in their communities and give back. We're going to continue to grow – but we're growing the right way and with the right people."

THE SPORT CLIPS FRANCHISE STORY

HOW SPORT CLIPS BECAME ONE OF THE HIGHEST REGARDED FRANCHISE SYSTEMS IN THE NATION

In the early nineties, men had very few options to get their hair cut. Neighborhood barber shops were vanishing and there wasn't a national brand that catered specifically to men & boys haircuts. In fact, men were invisible to the majority of the industry and going after a male customer base was considered a waste of time.

Where the majority of the industry didn't see anything at all, Gordon Logan saw a big opportunity.

Gordon founded Sport Clips in 1993 – opening a prototype store in Austin, Texas. As an industry veteran who had been in the salon industry for decades, Gordon knew that by focusing only on men & boys haircuts, he could capitalize on what was a tremendously undeserved niche.

"I've been in this industry since 1979," Gordon says. "In the early 90's, I found that no one was going after the men & boys' market and I like going into a niche where no one else is playing. We felt like there was a real opportunity if we created a concept that was tailored strictly to men & boys, created an atmosphere where they would feel

comfortable, and then trained our stylists on how to execute men's haircuts. It turns out, we were right. It's been more than 28 years and we're just getting started."

A BRIGHT IDEA TURNED INTO YEARS OF SUSTAINED AND STRATEGIC GROWTH

What started as one location in Austin, Texas, quickly blossomed into a national brand. Sport Clips began franchising in 1995, and very soon, their first franchise store opened in Houston, Texas.

In five years, Sport Clips grew to 50 locations, and just two years later, Sport Clips celebrated the opening of their 100th store. By 2010, Sport Clips had 750 locations, and six year later, the brand doubled in size when it opened its 1,500th location.

In 2021, Sport Clips is quickly approaching 1,900 stores open across North America. While this may seem like explosive growth – in fact, Sport Clips has been extremely strategic about our growth strategy. We only grow where we can support new stores, and we only grow with entrepreneurs who share our values.

It's our commitment to our values that Gordon credits as the driving force behind all of our success.

"This business is built on core values: do the right thing, do your best, and treat people the way they want to be treated," Gordon says. "That's how we've run our business from day one, and I think it's the right way to run a business



OVER \$4 BILLION
IN CUMULATIVE HAIRCUT SALES
SINCE OUR FOUNDING IN 1993



THE **AWARDS** KEEP ROLLING IN

#17 ENTREPRENEUR'S FRANCHISE 500 FOR 2021

#9 FRANCHISE GATOR'S TOP 100 FRANCHISES FOR 2021

#18 ENTREPRENEUR'S TOP FRANCHISES FOR VETERANS 2021

because it helps you recruit and retain the best people. Franchising has really been wonderful for Sport Clips. One of my favorite sayings is by Zig Zigler, who said, 'You can have everything you want, if you help everyone else get what they want.' To me, that's what franchising is all about. It's all built on helping people be successful, giving them the tools they need to be successful and making sure they know that we care about them."

A BRIGHT FUTURE FOR A WORTHY BRAND

After 28 years in business, over \$4 billion dollars in cumulative hair cut sales and a long, proven track record of helping entrepreneurs thrive, Sport Clips is just getting started.

In July of 2020, Sport Clips named Edward Logan as the new CEO. Edward is uniquely qualified to be at the helm of such an iconic brand. He began his career with Sport Clips managing a single store, and after proving himself by taking on more and more stores, Edward eventually became the manager of all of the Sport Clips company-owned stores.

Edward's leadership and vision guided Sport Clips

through the pandemic. Not only did we continue to open stores, but we also continued to make investments in technology and other resources to help Team Leaders be successful. And most importantly, we led by example and took care of our people – just as our Team Leaders took care of their people.

"It was our goal to come out of the pandemic stronger than we were before," Edward says. "We aligned around core guiding principles. Now, our relationships are stronger than ever – and we're in a really advantageous position because while other brands are barely above water, we're sailing because we chose to be aggressive and forward thinking, without wavering from our values."

With a strong culture, a fantastic franchise network, and commitment to innovative and forward thinking, Edward is rightly excited about the future of Sport Clips.

"There's no question that the future of Sport Clips is very bright," Edward says. "Being a private company, we're in a position where we can do things because they're the right things to do – and we know that treating people right has the best ROI. And even if it didn't, that's the way that we want to do business."

HOW BIG IS THE DEMAND?

SPORT CLIPS STANDS OUT IN THE MULTI-BILLION DOLLAR HAIR SALON INDUSTRY

To give you a sense as to how important hair salons are to the American people, the first place that millions of Americans went after the economy began to open back up was to get their hair cut.

The New York Times reported how thrilled the nation was to go back to their local barbershop or hair salon in an article entitled, "Hair Salons Reopen, and Americans Rush Back."

"Many beauty salons and barbershops are booked solid with appointments, showing how much grooming is a treasured ritual," the article states.

And The New York Times was not alone in their coverage. Almost every major outlet was reporting with glee either the reopening of hair salons or was excitedly planning the end of their "pandemic hair" during the lockdowns.

This showed unquestionably how essential hair salons are to the American way of life, and how much getting a haircut contributes to our sense of self, our well-being, and our self-confidence.

And no brand knows this better than Sport Clips.

"We know that our stylists make a big difference in people's lives," says Julie Vargas, Vice President of Career Development & Team Member Engagement. *"We train our stylists to treat our customers the way they want to be treated. We know that our clients are coming to us for all kinds of reasons that are so important; it could be a job interview, a first-date, a wedding, or it could be that they just want to look and feel great about themselves. We never forget that and provide an experience that's consistently excellent every time our customers visit us."*

WE ARE THE PRO'S AT CUTTING MEN'S HAIR

One of the reasons why 600,000 customers visit Sport Clips every week is because we deliver a Championship Haircut Experience that cannot be replicated anywhere else.

Walk into a Sport Clips store and you'll be amazed at how different our brand feels to any other men's hair cutting concept. We have sports on the television, our waiting room looks like the sidelines of a game, our waiting screen resembles a scoreboard, and even our floors look like a basketball. This is a place that caters to sensibilities of men & boys and is designed to make them comfortable.

However, it's our stylists that truly deserve all of the credit. Clients receive a haircut from stylists who have completed training in the Sport Clips All-Star hair cutting system. We provide the MVP Experience: a precision haircut plus a legendary hot steamed towel, massaging shampoo, and a relaxing neck and shoulder treatment.

It's this experience that is the reason why our loyal customers come to us every two to four weeks.

"The reason why our stylists are so proficient is because the investment in training is phenomenal," says Patti Carr, Vice President of Field Operations. *"We use a trainer approach. Sport Clips has area-coaches that visit every Sport Clips store and, upon request of the Team Leader, train the store managers, who in turn, train the stylists. Our approach to hair cuts is easy for our stylists to master, and because we create a culture that encourages advancement, provides career opportunities – and in turn, this translates into a terrific experience for our customers. Happy stylists create a happy business for our Team Leaders."*



WE'RE ALWAYS LOOKING FOR WAYS TO INNOVATE, IMPROVE, AND GROW

Sport Clips is one of the most savvy franchise systems in regards to technology. We've made significant investments in technology to help our Team Leaders run more efficient and profitable businesses as well as to make the customer experience better for our fans.

We recently launched an industry-leading online check in platform that allows new and existing clients to claim a spot in line at their preferred location directly from their phone, tablet, or laptop. Once clients are officially checked in, they'll receive an estimated arrival time to show up at the store. When they arrive for their appointment, their name will be listed on a wallboard near the front counter so they can be seen by a stylist quickly. This gives our customers flexibility when planning their next haircut and saving them valuable time.

The platform also provides a way for our Team Leaders to manage multi-units, making it easy for our Team Leaders to scale their businesses.

But it's not just technology. We're also innovating in terms of how we're marketing to our customers. The recent pandemic caused a major disruption in consumer behavior, and Sport Clips is committed to be out in front so that we continue to be hyper-relevant to consumers and win more market share.

"We're committed to innovation," says Edward Logan, CEO of Sport Clips. "The pandemic accelerated the change in consumer behavior – and we're investing heavily in new technology and marketing strategies to ensure that we're ahead of the curve. We want a long-term competitive advantage so that our Team Leaders continue to win in their markets."

HOW MUCH DOES IT COST?

A BREAKDOWN OF THE COSTS & FEES ASSOCIATED WITH OWNING ONE OF THE FASTEST GROWING MEN'S HAIR SALON FRANCHISES IN THE NATION

Sport Clips is a straightforward business to open and has startup costs below those of other men's hair salon franchises. The total investment to open a new Sport Clips franchise ranges \$246,300 – \$394,500, making Sport Clips a low cost investment with the potential for high returns. The total investment includes everything you need to get started, including your initial franchise fee, the costs of build out, Grand Opening marketing expenses, and six months of working capital to ensure that your business gets off to a good start.

Sport Clips also requires that Team Leader purchase three licenses to franchise with us. This ensures that your business will be able to continue to grow, capitalize on brand recognition, and that you continue to develop your existing territory. We do make exceptions for territories where multi-unit expansion is not possible as well as for qualified veterans and store managers who want to become Team Leaders.

WHAT DO I GET FOR MY FRANCHISE FEE?

The franchise fee for your first three licenses is \$59,500 and the franchise fee for each additional license is \$12,500. Your franchise fee gives you access to our proven business model and one of the most comprehensive training & ongoing support platforms in the entire industry as well as all the tools, resources, and coaching you need to thrive. At Sport Clips, we leave nothing to chance.

DO YOU OFFER DIRECT ACCESS TO FINANCING?

While we do not offer direct access to financing, we do have relationships with third-party lenders who can help you secure the funds necessary to invest in a Sport Clips franchise.

DO YOU OFFER A DISCOUNT TO VETERANS?

Yes! We proudly offer 20% off the initial franchise fee to all qualified military veterans. We thank you for your service!



HOW MUCH CAN I MAKE?

SPORT CLIPS IS A BUSINESS MODEL THAT'S BUILT ON SCALABILITY AND LONG-TERM GROWTH

This is the most common and perhaps most important question that entrepreneurs have when evaluating a business opportunity. You want to know if the business you're going to invest in lives up to its promises – or to put it another way, that the risk will be worth the reward.

Sport Clips recently published our most recent Franchise Disclosure Document (FDD), which goes into comprehensive detail as to the financial performance of our franchised stores. The FDD reports on all of our franchise locations that were in operations during 2018, 2019, and for a minimum of 39 weeks during 2020 – and we couldn't be prouder of the results.

"Sport Clips is unstoppable," says Jim Atkinson, Vice President of Franchise Development. "We just went through an incredible event – something that we only see once in a lifetime. We've shown that there's nothing that we can't get through as a brand. We saw no impact through an economic downturn. We have an unstoppable culture, and we're also looking at that art of Kaizen, which is constant incremental improvement. We have incredible pieces of leadership in place to enhance something that was never broken. We're going to keep getting better. Jumping in now at the bottom of a downturn, you have many, many years of upside in front of you."

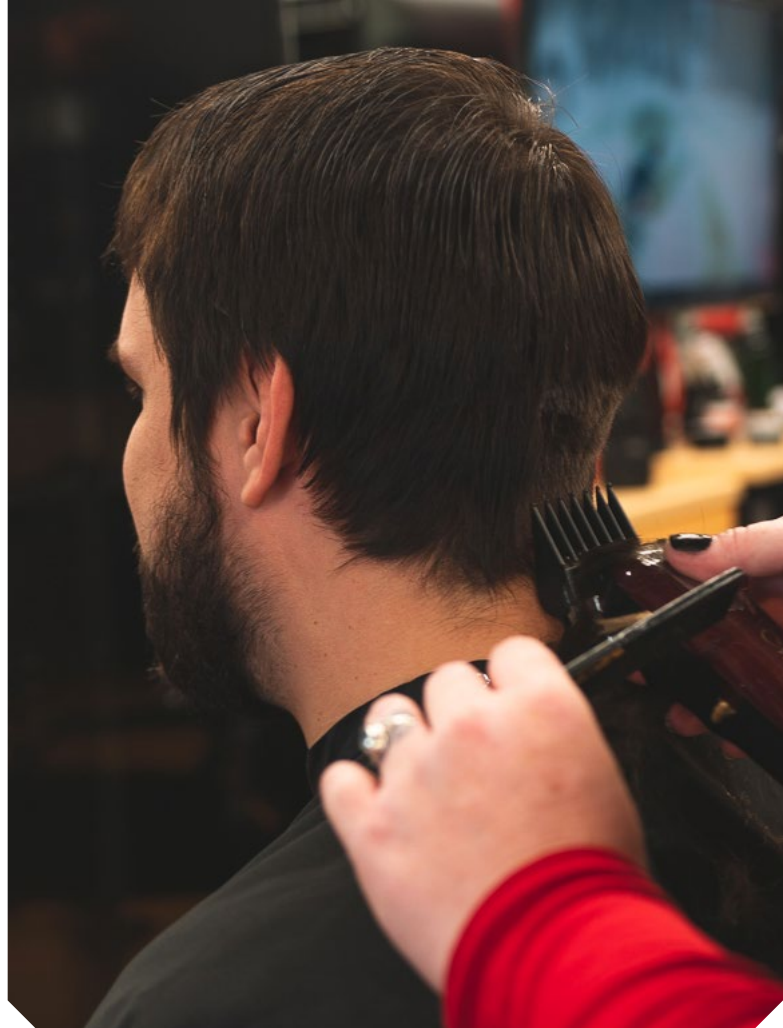
WHAT'S SPECIAL ABOUT OUR CULTURE

THE SUCCESS OF THE SPORT CLIPS FRANCHISE IS DRIVEN BY OUR CORE VALUES

From the beginning, Sport Clips is a brand that's about people. We've spent the last 28 years creating a company-wide culture that puts the success of our people first.

This commitment to our culture is firmly rooted in our values. We empower everyone in our organization, from

- **ALWAYS DO THE RIGHT THING**
- **DO YOUR BEST**
- **TREAT OTHERS THE WAY THEY WANT TO BE TREATED**



our leadership team to our Team Leaders to our store managers and stylists, to have a heart of a champion. These are the values that we live and breathe every day:

"Our values aren't just words on the wall," says Allyson Young, Chief People Officer. "We live these values every day – and they're true, timeless values. It's so important that everyone in our organization is aligned with our culture because we only win with everyone on board. Everyone in this organization has an essential role to play and we're accountable to each other. If we're successful at the store level, the brand is successful as a whole."

WE ONLY AWARD FRANCHISES TO ENTREPRENEURS WHO BELIEVE IN OUR BRAND

Sport Clips is highly selective with who we bring on as Team Leaders. We want to protect the integrity of our brand, and ensure our Team Leaders are a good fit over the long-term. We very much expect our Team Leaders will be with us for years to come.

To ensure we bring on the right entrepreneurs, we take the vetting process very seriously. Our leadership convenes to review all of the franchise applications and awards licenses to only those entrepreneurs that believe in our brand and share our values.

"In any business, the competitive advantage is the people that make up the organization," says Gordon Logan, Founder of Sport Clips. "We're looking for people with passion and people who love people. We're looking for people who want to build teams and see their teams succeed. If we can attract the Team Leaders focused on their teams, that's the right fit. We believe that success flows up."

YOUR SUCCESS WILL BE DETERMINED BY HOW SUCCESSFUL YOU ARE AT BUILDING A GREAT TEAM

Sport Clips is a manager-based business model. This means our Team Leaders aren't always active in the day-to-day operations of their businesses. They hire store managers to handle the daily functions and lead a team of stylists.

As an owner, your most essential role will be in building and developing a team. You will need to create a company culture that feels like family, that makes everyone feel appreciated. In turn, you will have a store where the most talented stylists will want to work.

As Gordon Logan says, success flows up.

"Culture is key," says Julie Vargas, Vice President of Career Career Development & Team Member Engagement. "If you take care of your people, they will take care of you. It sounds so simple, but it's so important. If you have happy stylists, they will go above and beyond for your customers. But just as importantly, if you take care of your people, they will stay with you, they will be loyal to you, and they will drive your success."

WE BELIEVE IN GIVING BACK

As a brand founded on always doing the right thing, giving back has been central to the culture of Sport Clips since our founding in 1993.

This is why we founded our Haircuts with Heart program. We're proud that our team leaders and team members embrace charitable endeavors that make a difference in the lives of veterans, families, and children.

Through our partnerships with Veterans of Foreign Wars, St. Baldricks Foundation, and the American Red Cross, Sport Clips has donated millions of dollars to charitable organizations and made a lasting impact on the lives of many. The more successful we become, the bigger the opportunity we have to make a positive impact in the communities where we live and work.

"The culture of caring about people and looking out for people has permeated our entire organization," Gordon

said. "The work we do with helping veterans make the transition into civilian life, or helping kids battling against cancer, helping the Red Cross with their blood drives, and beyond – we believe all of these efforts help make Sport Clips successful, because in doing the right thing, we deepen our ties to the communities we serve, and we all become stronger together."

HOW DO WE SUPPORT YOU?

SPORT CLIPS PROVIDES THE RESOURCES YOU NEED TO THRIVE IN BUSINESS

One of the benefits of franchising with Sport Clips is that you get access to a mature franchise system with one of the most robust ongoing support platforms in the entire industry.

We know how to help you run and own thriving haircut franchise stores that continue to thrive and prosper over the long-term.

Because our business model is manager-style, meaning that our franchise owners do not usually play an active role in the daily operations of their business, we focus on providing you with the tools, resources, and coaching you need to thrive as a behind-the-scenes owner.

We help you master the Sport Clips business fundamentals:

- **HOW TO HIRE, DEVELOP, AND COACH A TEAM**
- **HOW TO MANAGE COMPENSATION, SCHEDULING, AND RECRUITING**
- **UNDERSTANDING THE ROLES OF YOU, YOUR STORE MANAGERS, AND YOUR STYLISTS**
- **HOW TO USE OUR TECHNOLOGY TO UNDERSTAND YOUR FINANCIALS, YOUR STORE PERFORMANCE, CLIENT COUNT, AND MORE**
- **HOW TO MARKET EFFECTIVELY AND ENGAGE WITH YOUR COMMUNITY**
- **AND MUCH, MUCH MORE!**

SITE SELECTION, GRAND OPENING, AND BEYOND — WE'VE GOT YOUR BACK!

One of the most important aspects of becoming a successful Sport Clips Team Leader is to secure the right location for your store. Sport Clips has an entire team dedicated to ensuring that you find the right spot for your business.

"We have long-term relationships with landlords and developers, and that's a tremendous advantage for our Team Leaders," says Greg Smith, Vice President of Real Estate. "We get access to prime locations first as a result of those relationships. We also do a ton of research as to what makes a good site and where the good sites are. We use GIS technology, as well as demographic and psychographic data, to ensure that our Team Leaders choose the right location."

When you're ready to open your store – we come to you, literally. We send a team of coaches to train your managers and stylists on our haircutting methodology and services to ensure that your customers get the Championship Haircut Experience right out of the gate. We also outfit you with a comprehensive marketing strategy to ensure that you're able to spread the good news and attract new customers.

WE CAN TRAIN YOUR STYLISTS AND PROVIDE ADVANCEMENT OPPORTUNITIES SO THAT YOU CAN RECRUIT AND RETAIN TOP TALENT

Something that all of our Team Leaders learn right away is that your stylists are the most important part of your business.

We are able to not only provide comprehensive training to your stylists pre-launch of your business, but also provide ongoing training. We've created advanced training and career pathways that allow your stylists to let their passions and interests guide their futures.

Our path to success for stylists is unlike anything else in the industry. We celebrate our stylists and we ask that our Team Leaders do as well. Their hard work, expertise, and exceptional service is the backbone of our success – and we will never forget that.

"The most important role in the entire Sport Clips organization is the stylists," says Patti Carr, Vice President of Field Operations. "Without our stylists, we're nothing. We invest in our stylists because they're so passionate. They love being here. They love being a part of the Sport Clips brand because they're so loved. Our career opportunities are all about retention and culture. People want to be appreciated and valued, and they want opportunities to grow. That's what





we provide to our stylists and this is a big, big advantage for our Team Leaders."

GROWTH MARKETS & AVAILABLE TERRITORIES

WITH PRIME MARKETS AVAILABLE, SPORT CLIPS RAPIDLY EXPANDING ACROSS THE UNITED STATES

Sport Clips is on the move. In fact, Sport Clips has a long track record of 28 years of strategic growth – and we're only getting started. Over the last several years, Sport Clips has opened around 100 stores annually, and with more than 1,800 stores open or in development, Sport Clips is one of the fastest growing brands in the men's hair salon franchise industry.

Our strong growth is the direct result of our manager-based business model, which allows our Team Leaders to keep their careers as they work to grow their businesses from the sidelines. Our manager-based business model is also scalable by design and we provide all of the resources you need to effectively grow from one store to three stores to five stores, and beyond, quickly.

While our business model is scalable, Sport Clips is highly strategic about where we choose to open our stores and who we choose to bring on as Team Leaders. We know that our Team Leaders are investing real money and real time in our brand, and we honor that investment by only opening the stores that we feel have the strongest likelihood of success.

"Sport Clips has a very strategic approach to growth," says Jim Atkinson, Vice President of Franchise Development. "We only open as many stores as we can accurately and positively support because we want our Team Leaders to do well over the long-term. This is not to say that we don't have lofty goals as to how many locations we want to open – we do. But we're only going to open the stores that we can support because this needs to be a long-term fit for both parties."

With opportunities available in prime markets across the nation, Sport Clips is ready to help you achieve your goals and exceed your dreams.

SPORT CLIPS IS A GREAT FIT FOR VETERANS

THE TOP-RATED MEN'S HAIR FRANCHISE IS COMMITTED TO HELPING VETERANS EXCEL AS BUSINESS OWNERS

Veterans make exceptional entrepreneurs – and Sport Clips is a brand that knows this through and through. Our founder, Gordon Logan, served as an Aircraft Commander in the U.S. Air Force, and has made it part of his life's mission to help veterans transition into business ownership.

With highly developed leadership skills, veterans are highly sought after by Sport Clips because they know how to follow a system, have a drive to succeed, and how to build people up through mentorship and support.

This is exactly what it takes to thrive as Sport Clips Team Leaders.

"Veterans are well-suited for franchising. They're used to working within a system and executing with precision," Logan said. "And they have an attitude that failure is not an option, and they are mission and goal-oriented. Sport Clips is wonderful for veterans and we have wonderful veteran Team Leaders."

Through our partnership with VetFran, Sport Clips is proud to offer a discount of up to 20% off of our initial franchise fee to qualified veterans. This is a significant savings, and it's designed to help make the path to business ownership more affordable and accessible to those who deserve it most. We thank you for your service.

WHY DO VETERANS THRIVE WITH SPORT CLIPS?

One of the reasons why veterans excel with Sport Clips is because our model leaves nothing to chance. We've spent the last 28 years in business building a business model that's as straightforward as it gets with the support infrastructure needed to help our Team Leaders realize their goals.

All our Team Leaders have to do is follow the business model, support their team, and stay focused on growing their businesses. As a result, we're proud to report that over 12% of our entire system are veterans.

This is exactly the case of Cheston Syma, who served in the U.S. Marines for six years. When he completed his service, he was looking for a simple business that would allow him to become successful enough so that he could make a positive difference in people's lives. Today, he owns 41 stores in Texas and Illinois.

"This business was started by a veteran, and as a veteran, I was looking for a business that had the formula for success," Syma said. "There's no guessing as to how to succeed with Sport Clips – all you have to do is follow the formula. The great thing about success is that the bigger I get, the more opportunities I get to create for people, and the bigger the impact I get to have. That's what drives me."

WE'RE PROUD TO SUPPORT THE MILITARY

Beyond business ownership, Sport Clips is committed to creating opportunities and improving the lives of veterans through many wonderful programs that we've launched over the years.

Our "Help a Hero" campaign has raised more than \$3 million for deployed and hospitalized veterans to call home during their time overseas, as well as provide scholarship opportunities for active duty service members and

veterans to make the transition into civilian life easier.

We're proud to report that even during the pandemic, we donated more than \$1 million to the Veterans of Foreign Wars Foundation through our "Help the Hero Scholarship" initiative.

"Supporting our nation's military remains a priority for our veteran-founded business. We are honored to make this donation to the Help A Hero program for those who have given so much through their service," Logan said in a press release. "We're grateful to our franchisees, team members, clients, and product partners who faithfully support these essential scholarships."

Sport Clips is also the primary sponsor for The Ageless Aviation Dreams Foundation, a non-profit organization established and dedicated to honoring seniors and United States military veterans. We're proud that we've been able to sponsor dozens of dream flights to veterans over the years, and that even the pandemic couldn't get in the way of a dream flight taking off!



NEXT STEPS

Take control of your future by becoming a Team Leader with Sport Clips franchise

If you're ready to achieve greater freedom and build a brighter future for yourself and your family, Sport Clips is ready to help you get there.

Getting started is easy. This is what your path to business ownership with Sport Clips looks like in a few easy steps:

- **Tell us about yourself:** We will send you a candidate profile for you to fill out. This will allow us to learn more about you! We will schedule a time for an introductory call.
- **Evaluate the fit:** Your franchise developer will host a series of meetings that will allow you to learn more about the Sport Clips franchise opportunity and determine if we're a good fit for each other.
- **Trust but verify - validation:** We will schedule a series of conversations between you and our Team Leaders where you will be able to ask any questions you may have about their experience with Sport Clips, the role of an owner and much, much more.
- **Discovery Day:** You will attend a Discovery Day event either in-person or virtually, where you will meet the leadership team, ask any remaining questions you may have, and we will determine if our values are aligned.
- **Award the franchise:** Our leadership team will review your application and will make a final decision as to whether we award you the franchise. Should we decide to move forward, then congratulations! Your family just got a whole lot bigger and you're now a part of a brand that has your back every step of the way.

*Sport Clips will provide and official copy of the Franchise Disclosure Document at the appropriate time during the Franchise Discovery process.

