

BatteriesPlus

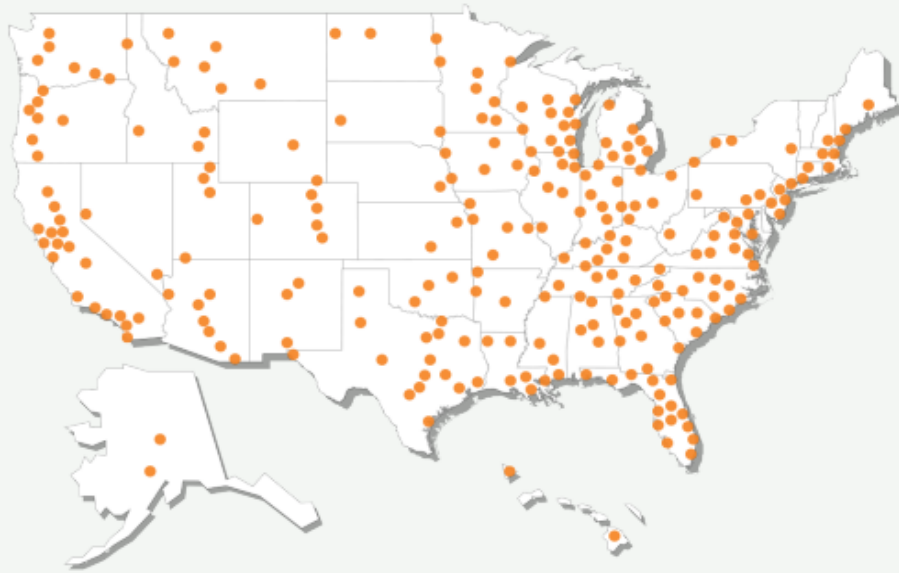
Power it. Light it. Fix it. TM



INVESTMENT OVERVIEW

WHO WE ARE

Batteries Plus is the nation's largest and fastest-growing battery, light bulb, key fob and phone/tablet repair franchise. Over the past three decades, our company has grown from a single location in Green Bay, Wisconsin to a nationwide network of more than 720 stores.



720+
STORES

Thirty years later, we're still growing, exploring new products and services that strengthen our brand, provide new revenue streams for franchisees and develop new services to meet our customers' ever-evolving technology needs.

Batteries Plus is the only franchise of its kind. Our unique combination of essential products and services together with our commitment to convenience, expertise and quality will allow you to carve out your own unique space as a provider of both commercial and local retail sales.

"Batteries Plus leadership has also provided an ever-expanding support base with establishing a Training Department, Media Planning Department, the Ascent Warehouse/Supply Chain and Omni-Channel Platform. I haven't heard of too many other franchises that have the ability to provide the products and platforms we (as a system) need to continue to grow our business."

– Mary Pelach, Multi-Unit Franchisee,
South Dakota & Nebraska

DIVERSE INDUSTRY CATEGORIES

Unlike most businesses, Batteries Plus provides multiple ways for you to generate sales and revenue. As a franchise owner, you'll sell batteries and lighting products, while providing customers with valuable services like device repair, auto key cutting and key fob programming. Best of all, as a needs-based business, the products and services that we offer are largely insulated from fluctuating market trends. Lighting and power are not luxury items, they're necessary items that play an essential role in customers' lives. Even when money is tight, customers replace batteries and light bulbs.



The products and services that we offer are largely insulated from fluctuating market trends

WE SUPPORT YOU ON EVERY STEP OF YOUR JOURNEY

As a store owner, you'll never go it alone. One of the greatest benefits of our franchise experience is the comprehensive level of support that you'll receive. We have time-tested, proven procedures to guide you through your journey. These are the steps you'll take after signing your agreement.



**Find the
Perfect Location**



**Build
Your Store**



**Attend
Training**



**Grand
Opening**



**Reach Your
Goals & Grow!**

You don't need prior industry experience; we will equip you and the members of your team with the training necessary to run, promote, manage and grow a successful Batteries Plus franchise.

Your training begins with our online university empowerYOU, which helps teach you the basic concepts of our business. After that, you'll attend a two-week classroom training session that tackles additional topics such as store systems, marketing, finance and more. After opening your store, you will receive business strategy coaching from our Directors of Sales Operations and Commercial Sales Effectiveness Teams.

But that's not the end; Batteries Plus will continue to support your store indefinitely with device repair training, specialty certification opportunities, regional owner meetings and semiannual conventions. Plus, you'll have multiple support teams at your disposal for the life of your business.

WHY US

Customers trust Batteries Plus because our employees solve problems. Our stores also offer a full catalog of customer services that range from simple fixes like watch battery replacement to more complex offerings like phone repairs and key fob programming.

Here are some reasons why a Batteries Plus franchise is the right opportunity:

- **Multiple Revenue Streams**
- **Needs based business - Expertise that the community needs**
- **Continuous and ongoing support and training**
- **Consistently ranked on Entrepreneur Top 500 list for 25 years**

**Dedicated resources
for product and
technical expertise**

Batteries + Bulbs



**DON'T TAKE OUR
WORD FOR IT**

"We are the professionals. Customers are coming to us because we're professionals, and they walk out with a service and/or product knowledge that they wouldn't have gotten anywhere else."

– Bernie Perryman,
Saint Paul, MN

NEXT STEPS



Initial Meeting

- Let's get to know each other!

Virtual Tour of a Location

- See how we design our stores



Discovery Day

- Tour our World HQ and meet the Leadership Team

Market Analysis & Research

- Locate your ideal location using Population, Demographics, Psychographics, Traffic counts, and Real Estate research



Franchise Verification and Approval Process

- Review qualifications

Development Proposal

- A report delivered to you with our recommendations on timing, locations and number of stores to open



Become a Franchisee

batteriesplusfranchise.com | 1-800-274-9155



THANK YOU!

Thank you for your interest in Batteries Plus. We look forward to meeting with you in the future to answer all of your questions and help you determine if owning a franchise is the right fit for you.

batteriesplusfranchise.com | 1-800-274-9155

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