



RAISING THE STANDARD SINCE 1968



over **220** locations



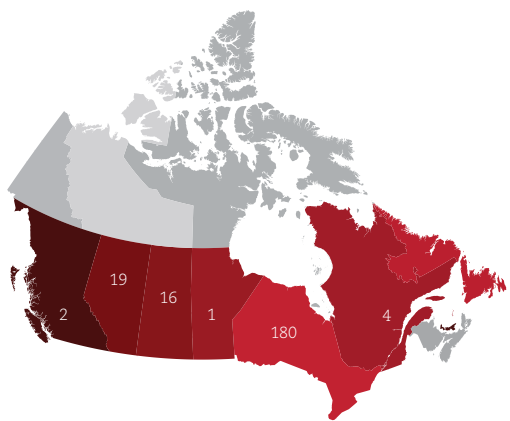
largest **Canadian** owned sub franchise

innovative
fresh
authentic
genuine



YOUR FUTURE IS WAITING.
Franchise with us and be part of one of Canada's most iconic brands.

At MR.SUB we're not just serving Canadians, we're uniquely Canadian ourselves. There's a lifetime of history behind every one of our restaurants. From our first location in Yorkville in 1968 to the country-wide franchise we know today, we're the largest Canadian-owned sub franchise in the country, and we're only getting bigger. MR.SUB is part of the MTY Group and as of 2022 has over 220 locations across Canada and internationally.



REGIONAL BREAKDOWN

Ontario • 180

Alberta • 19

Saskatchewan • 16

Manitoba • 1

Eastern Canada • 4
(PQ, NS, NB, PEI, NL)

British Columbia • 2



FOR FURTHER INFORMATION PLEASE CONTACT:

Kass Kassam

Senior Director Franchise Development,
Central Ontario, Manitoba & Eastern Canada

kkassam@mtygroup.com

Mobile: 416-518-7098

Ammar Georges

Vice President of Franchise Development,
West Saskatchewan, Alberta, BC

ageorges@mtygroup.com

Mobile: 403-471-3624

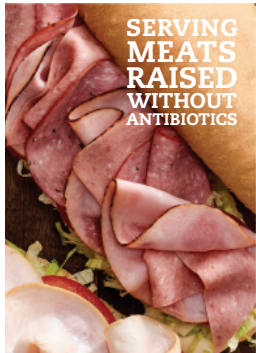
facebook.com/mrsub

@mrsubofficial

mrsub.ca



WE DO IT BETTER



SERVING MEATS RAISED WITHOUT ANTIBIOTICS



Mighty Meatless Subs

INNOVATION & QUALITY

MR.SUB continues to evolve with consumer demands and tastes, offering menu items and flavour profiles that are on trend and appeal to a diverse consumer base.

We are the first National sub chain in Canada to offer a variety of meats that are Raised Without Antibiotics as well as the first to offer plant-based proteins with the addition of our Mighty Meatless Subs. In addition to this, we serve 100% Canadian Farm-Raised all-white-meat grilled chicken strips and 100% Canadian steak.

As part of our commitment to set you up for success, our Training Department has created a blended learning program combining hands-on training in one of our Certified Training Restaurants with online courses and theoretical, multi-branded business classes at MTY University prior to opening your location. This, along with on-site pre-opening training for your team and post-open support from operations will ensure every MR.SUB franchisee has the ability to meet the high standards and brand consistency that our guests have grown to love and expect all over the country.

TRAINING



FIELD SUPPORT

The MR.SUB corporate team is committed to making your restaurant as successful as possible. To do this, we provide ongoing support through follow-up visits and evaluations that highlight the key areas for success. This results in an outstanding sub experience based on 55 years of fast, friendly and consistent service.

Keeping the brand top of mind and driving customer engagement at a national and local level. A large focus on driving digital sales with the MR.SUB Official app and online ordering. MR.SUB meets the consumer demand for convenience and a seamless ordering experience, resulting in repeat and loyal customers.

MARKETING



FINANCIAL INVESTMENT

TOTAL INVESTMENT RANGE:	\$350k-\$400k*
CASH REQUIREMENTS:	35% or \$140k
POSSIBLE BANK LOAN OAC	Up to \$350k
FRANCHISE FEE:	\$30k
ROYALTY FEE:	6% of gross sales
ADVERTISING FEE:	3% of gross sales
TERM	10-year term (inline with lease)

May vary based on location, size, site conditions and landlord work.

SITE SELECTION

FOOD COURT 400-600 s.f.
STREET FRONT/PLAZA 1000-1200 s.f



These three principals have made MTY Franchising Inc. (MTY Group) one of the largest franchisors in Canada's restaurant industry.

MTY Group is a family whose heart beats to the rhythm of its brands, the very soul of its multi-branded strategy. For over 43 years, it has been increasing its presence by delivering new concepts in quick-service restaurants and making acquisitions and strategic alliances that have allowed MTY Group to reach new heights year after year. By combining new trends with operational know-how, the brands forming the MTY Group now touch the lives of millions of people every year. With over 7000 locations worldwide and the multitude of flavours of its many brands, MTY is able to satisfy the different tastes and needs of consumers every day.

MTY Group (www.mtygroup.com) is a publicly traded company which trades on the Toronto Stock Exchange under the Symbol MTY. (TSX:MTY).