

Market Developer Criteria

Houlihan's Restaurant + Bar



HOULIHAN'S

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Market Developer Criteria

Houlihan's Restaurant + Bar

- Successful multi-unit restaurant operator in one or more of the top 75 MSA's
 - ▶ Operating one or more multi-unit chains
 - ▶ Totaling 10 or more units, or
 - ▶ Comprising all units in a built-out top 75 MSA
 - ▶ Solid quality of operations
 - ▶ Infrastructure above store-level is in place



Market Developer Criteria

Houlihan's Restaurant + Bar

- Comfortable in the role of a Houlihan's Restaurant and Bar franchisee
 - ▶ Enthusiastic supporter of
 - ▶▶ Concept positioning
 - ▶▶ Menu
 - ▶▶ Operations standards
 - ▶▶ Building design
 - ▶ Understands, accepts and values a positive franchisor/franchisee relationship
 - ▶ Understands the need for, and system-wide benefit from, multi-market brand consistency



Market Developer Criteria

Houlihan's Restaurant + Bar

- Experienced multi-unit restaurant developer
 - ▶ Direct experience with new restaurant
 - ▶▶ Site selection
 - ▶▶ Entitlement
 - ▶▶ Construction
 - ▶▶ Training and opening



Market Developer Criteria

Houlihan's Restaurant + Bar

- Market expertise - retail/restaurant real estate
 - ▶ Lives in the MSA
 - ▶ Established broker relationship for identifying sites
 - ▶ Developed multiple restaurant sites in the MSA



Market Developer Criteria

Houlihan's Restaurant + Bar

- Established access to adequate growth capital and capital reserves
 - ▶ Ability to fund
 - ▶▶ Three units without relying on new restaurant positive cash flow
 - ▶▶ One "slow starter"



Market Developer Criteria

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- Growth constrained with current concept or concepts
 - ▶ Wants to diversify concepts for strategic reasons, or
 - ▶ Needs growth opportunities beyond what is currently available in the market

