

TGI FRIDAYS™

FRANCHISE INFORMATION KIT

CELEBRATION, FINANCIAL FREEDOM & FUN. IN HERE, IT'S ALWAYS FRIDAY.

Why invest in TGI Fridays

- Security of investing in a global business model
- Unique chance to be part of a internationally recognised and loved business
- We supply the brand, model, location and product, all that's missing is you!
- Control of your own destiny: grow your income and create wealth
- A work environment that full of fun, passion and family
- Invest in your community by offering employment and career development opportunities for the local community
- Chance to support your community through donations or partnerships with local community groups
- Learn and develop your own skills, with coaching by our skilled Business Development Managers and an array of experts across different departments in the business

American Bar & Grill

FRIDAYS

HAPPY HOUR
FRIDAYS
Good
Happy Hour

TGI FRIDAYS. THE AMERICAN WAY.

There is only one TGI Fridays.

**Established in New York, 1965. Home of the
Happy Hour. Inventor of the Long Island Iced Tea.**

TGI Fridays is famous around the globe for its unique dining and bar-side experience. With over 670 restaurants across 50 countries, TGI Fridays has earned pop culture status in the Australian market.

With a cocktail menu that has defined the bar landscape since its inception almost 60 years ago, and a classic American inspired menu fresh from the grill, TGI Fridays continues to lead the hospitality market globally.

For the first time in its history, TGI Fridays offers the opportunity for individuals to own a TGI Fridays in Australia and New Zealand.



TGI FRIDAYS NETWORK

GLOBAL NETWORK



670+
venues
worldwide



50
countries

AUSTRALIAN NETWORK



130,000+
followers



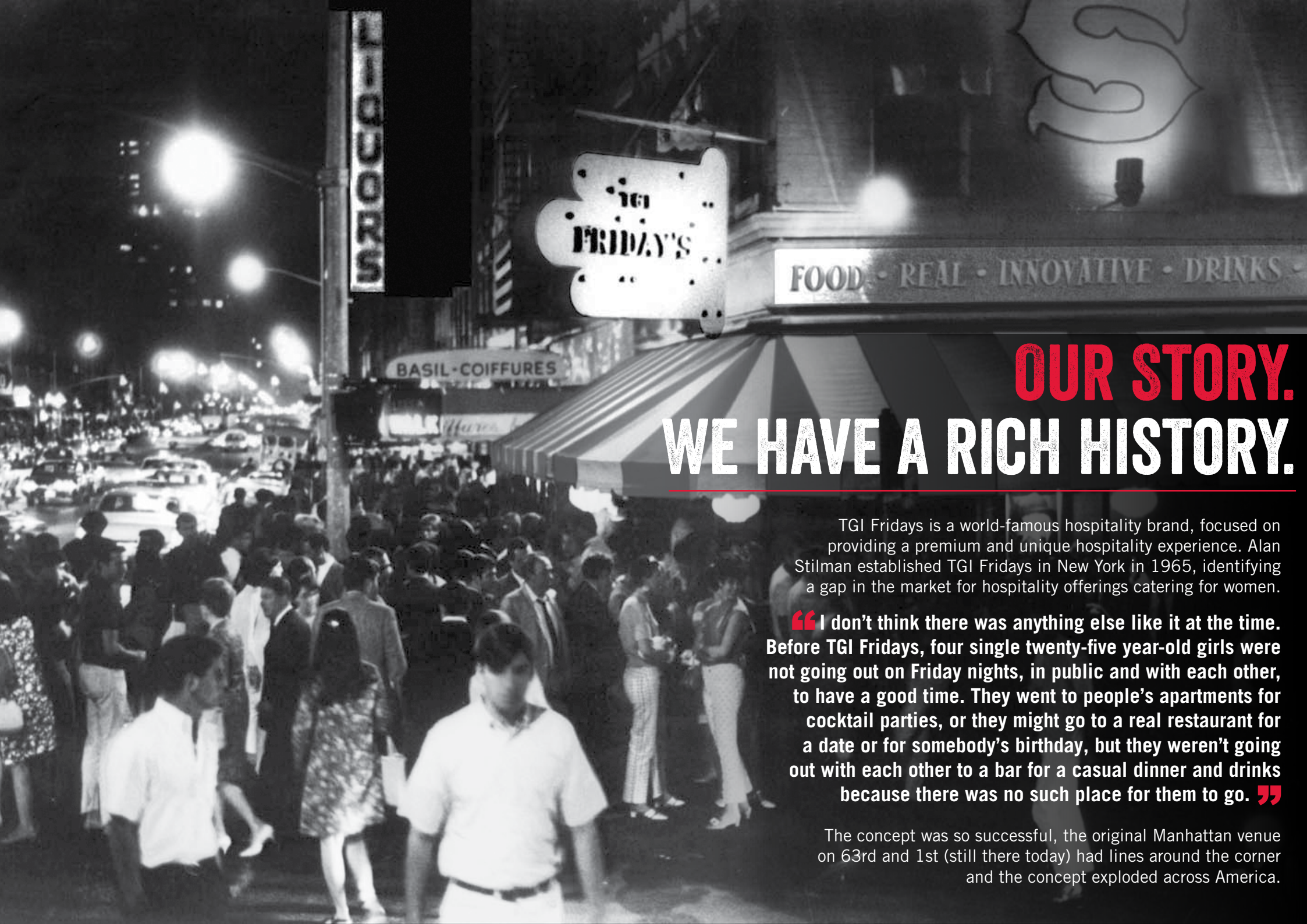
7,000+
positive feedback
in the past two years



2 MILLION+
customers per year



450,000+
loyalty members
4,800 new members every month



OUR STORY. WE HAVE A RICH HISTORY.

TGI Fridays is a world-famous hospitality brand, focused on providing a premium and unique hospitality experience. Alan Stilman established TGI Fridays in New York in 1965, identifying a gap in the market for hospitality offerings catering for women.

“I don’t think there was anything else like it at the time. Before TGI Fridays, four single twenty-five year-old girls were not going out on Friday nights, in public and with each other, to have a good time. They went to people’s apartments for cocktail parties, or they might go to a real restaurant for a date or for somebody’s birthday, but they weren’t going out with each other to a bar for a casual dinner and drinks because there was no such place for them to go.”

The concept was so successful, the original Manhattan venue on 63rd and 1st (still there today) had lines around the corner and the concept exploded across America.

TGI FRIDAYS TIMELINE

1995

TGI Fridays lands in Australia

2005

TGI Fridays opens its 5th site

2013

TGI Fridays opens it's 10th site

2017

TGI Fridays Australia pioneers the "Future Fridays" concept

2018

TGI Fridays wins developer of the year

2022

TGI Fridays opens it's 18th site and is the first country granted rights to sub-franchise the business



OUR BRAND.

WE DO THINGS BIG. BOLD. DELICIOUS



OUR PEOPLE

Our expertly trained staff are world class cocktail makers, hosts and chefs — all focused on providing guests with world-famous American hospitality.

OUR GUESTS

TGI Fridays attracts a broad range of guests, including families, couples and groups of friends. We're especially favoured by women and those who need to step away from it all and experience casual dining the American way.

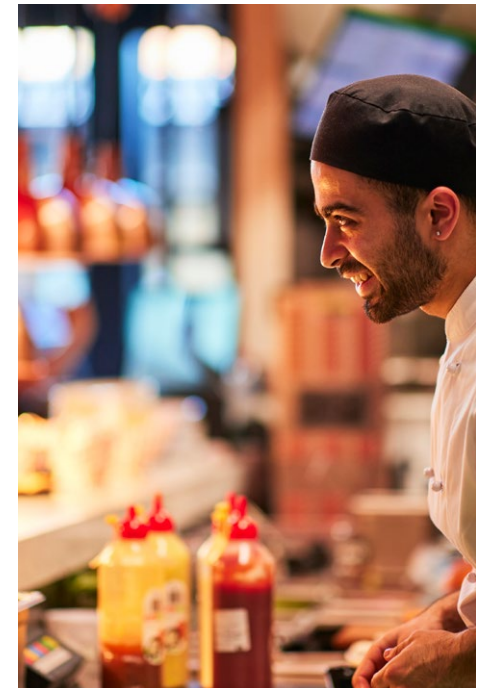


OUR PLACE

Our restaurants have premium-grade upholstered booth seating next to the natural stone American-style counter bar, warm timbers, exposed brick and luscious greenery, finished with bright neons and edgy artwork. These elements combine to provide a sense of luxury in a casual, family-friendly setting.

HANDCRAFTED

Inspired by modern twists on classic American favourites, we pride ourselves on consistent product innovation and partnering with Australia's best producers.



TGI FRIDAYS SENIOR LEADERSHIP



JAMES SINCLAIR
CEO and Principal

James Sinclair is the CEO & Principal of Signature Hospitality Group, home to the fastest growing brands in Australia's sporting and hospitality landscape, including The Sporting Globe Bar & Grill, TGI Fridays (Asia Pacific) and WJWills Eatery. With a background as a financial analyst at Deloitte and Thomson Reuters, James has vast expertise in leadership, people management, hospitality, omnichannel retail, as well as a sharp commercial finance and real estate acumen. Focused on providing exemplary customer experience and giving aspiring franchise owners the support they need to thrive, James loves being an entrepreneur and helping to grow businesses.



ANDREW SPITTAL
Group Finance Manager

Andrew has over 13 years experience in the accounting and professional services industry, with the last 6 years leading the financial growth at Signature Hospitality Group. Andrew has lived and breathed the hospitality industry from a young age and prides himself of providing honest and pragmatic financial support to all stakeholders in the business.



BRAD DEKKERS
Group Development Manager

Brad has worked for some of Australia's leading professional service firms, having spent over 5 years with ANZ & PwC. With experience in strategic planning, process management and franchising, Brad joined the business over 7 years ago - driving our growth through site acquisition and development. Brad's team was instrumental in developing and rolling out the latest TGI Fridays venue designs, for which our business was awarded the 2019 Developer of the Year award.



MOLLY HARANIS
Group Operations Manager

Molly lives and breathes hospitality, having worked and led some of Australia's market-leading food and beverage groups, for over 15 years. Bringing unparalleled expertise and passion to the real of hospitality management as well as a keen eye for optimising operational efficiency, Molly ensures that every aspect of the Group's venues run seamlessly.

Her strategic leadership and dedication to building strong teams and cultures make her an invaluable asset in assisting our partner drive their performance.



LUKE PETERS
Chief Marketing Officer

Luke is the Chief Marketing Officer (CMO) of Signature Hospitality Group, overseeing all Marketing and Technology aspects of the business. Before joining Signature Hospitality in 2012, Luke held various product and marketing positions at Apollo Bicycles in Melbourne, honing his skills in product development and marketing strategy. As CMO for Signature Hospitality, Luke is responsible for shaping and executing the marketing strategies for TGI Fridays, The Sporting Globe and Varsity businesses.



KATIE WALTERS
Head of People and Culture

Katie has one focus; people and creating a space where each person on our team can do their best every day. With over 20 years' experience in hospitality operations and training starting with the TGI Fridays family and then taking her dream role in People and Culture in 2019, Katie is a strong leader in people capability, learning and development, and organisational structure that supports building strong teams and businesses.



RICK TAYLOR
Head of IT

Rick is a Global Technology Leader with over 20 years of experience. With an extensive background in the retail, where he led IT across EMEA overseeing 200+ venue openings.

Rick's expertise in IT strategy, team leadership, project and infrastructure management, has enabled him to drive significant organisational improvements. His solution-focused and customer-centric approach has been instrumental in building and leading cross-functional IT teams to achieve exceptional results.

ADVISORY BOARD MEMBERS

GEOFF SINCLAIR
Advisory Board Member

40 years retail and people management experience. Co-founder of Horseland and former CEO of San Churro and EQ Saddleworld.

GEOFF HARRIS
Advisory Board Member

Marketing and business development expert, co-founder of Flight Centre and early investor in Top Deck Travel, Fonda and Boost.

BRAD HARRIS
Advisory Board Member

Co-Founder The Sporting Globe and Managing director of Harris Capital.

OUR PARTNERSHIP

As a valued franchise partner in our national network, we deliver industry-best support, guidance and advice covering all aspects of your business:

DEVELOPMENT



Site
Selection



Leasing



Liquor
Licensing



Venue Design
& Development

TRAINING



Franchise
Partner Training



Staff
Training



Online
Training Programs



Staff Assessment
& Certification

OPERATIONS



Systems &
Processes



24/7
Support



Staffing &
Recruitment



Venue
Assessment

MARKETING



Advertising



Social
Media



MyFridays



Product
Development

FINANCE



Accounts
Payable



Monthly
Reporting



Payroll
Execution



Supplier
Procurement

...and so much more, meaning you're able to focus on what matters most; your customers, your staff and your local community!



AVAILABLE LOCATIONS

At the time you submit your application form, we will advise what opportunities are available for both existing sites and new sites throughout Australia.

We never compromise on the quality of the sites we secure, just as we never compromise on the quality of people we select to become our partners.

Generally there are three options for site selection:

- 1** You may be granted the opportunity to franchise a site we have already secured
- 2** You may be granted the opportunity to franchise an existing venue
- 3** You may nominate a particular area on your application form or during the franchise recruitment process

Enquire today to discuss all of the areas in more detail.



RUNNING THE VENUE

It is a requirement of TGI Fridays that at least one franchise partner works in the venue.

Having an owner operator committed to mastering every aspect of the business is critical for the best results. For these reasons, at least one partner must work full time in-venue.

FRANCHISE PROCESS

ONE COMPLETE
ENQUIRY
FORM

TWO FIRST
MEETING

DUE DILIGENCE

- THREE**
- Financial Review
 - Venue Trial
 - Reference Checks
 - Meet TGIF Department Heads
 - Independent Advice
 - Creation of a business plan

FOUR FINAL INTERVIEW
& APPROVED
APPLICANT
STATUS

FIVE AGREEMENTS
ENTERED
TRAINING
STARTS

SIX VENUE
OPENS

TGI FRIDAYSTM

JOIN THE TGI FRIDAYS FAMILY

tgifridays.com.au/franchise