

THE QUIZ

Think *chocolate* is your thing?

7 QUESTIONS TO HELP YOU TO DECIDE

1 Do you like chocolate?

yes a little

We suppose you do, since 99% of French people say they like chocolate. Did you know that 81% enjoy chocolate several times a week, and 20% every day?

3 Did you dream of being a chocolatier as a kid?

yes no

It's nice to dream, but you must be sure that it's what you want in "real life" too. To confirm your dreams and ambitions, Jeff de Bruges invites you to spend a day or two in one of our stores, giving us the opportunity to meet you and answer all your questions about opening a chocolate store franchise.

5 Are you an energetic kind of person?

yes I am not sure

We hope so, because you'll need plenty of energy to make your dream of opening a franchise business come true. But don't worry: there'll always be a square of chocolate to hand to comfort and give you a boost.

7 Are you a customer of our brand?

yes why not

If you are, you've probably already fallen under the spell of our chocolates and that's a very good start.

2 Are you good at sales?

yes I'm working on it

Jeff de Bruges gives you the opportunity to run your own business backed by our programme of special events or to work as a salesperson with our special Businesses, Local Authorities and Associations collection. No worries: you can get the hang of anything, even selling chocolate!

4 Will you need support?

yes I don't need

Because we know you'll find opening a chocolate store a tough proposition on your own, Jeff de Bruges promises to give you the counselling and training you need at every stage of your business. Our dedicated professional team always has your back!

6 Does the idea of a career change scare you?

yes why not

Embarking on a new career is a bold step. But the franchise model will give you a fresh perspective. You'll find that Jeff de Bruges franchisees are all very different and come from a wide range of backgrounds. And their different visions are what help our brand to grow. See what they have to say in the 'From our franchisees' section or pay a visit to their store.

Now, let's see how you did!

Results

5 'yes' answers or more: Jeff de Bruges is obviously the franchise for you! When can we meet?

3 or 4 'yes' answers: Jeff de Bruges could be the right choice for you. Get in touch with us.

2 'yes' answers or fewer: Maybe you've bitten off more chocolate than you can chew! Are you sure this business is for you?



Édito

“

You may not have been born like I was in a confectionery factory, but I think we may share a passion for chocolate.

Becoming a Jeff de Bruges franchisee means sharing this passion with your customers and passing along this love of the "sweeter things" in life, making for privileged moments and facilitating the building of loyalty amongst customers.

Our know-how, network strength, brand awareness and the innovative nature of our concept will give you every opportunity to succeed in this venture.

You'll soon discover that living in a chocolate environment brings energy and pleasure to everyday life!

”

Philippe JAMBON
Chairman and founder
of Jeff de Bruges





SINCE 1986
**THE LEADING CHOCOLATE FRANCHISE
CHAIN IN FRANCE**

N°1
chocolate brand in France

—
88%
of global notoriety*

—
534
stores including 45 abroad

—
€430K
in mean annual revenues
in our network in France

* Survey carried out by KANTAR-TNS in January 2020



For the 4th year in a row, Jeff de Bruges has been named **«Best Brand 2019-2020»** in the Retail Chocolate Store category. This distinction recognizes the quality of our products and of our service and is awarded directly by consumers.



Our know-how has also been recognized with the award of the **«Best Franchise 2019-2020»**.

THE SECRETS OF JEFF DE BRUGES' SUCCESS

A perfect chocolate-making process

from the cacao trees grown in our plantations in Ecuador to the chocolates fashioned in our factories in Belgium.

A unique marketing savvy

to conceive more than 25 window displays a year, setting the stage to bring your store to life for the major events on the calendar.

And of course, there's also our store concept, communications tools and seasonal offering.

An exceptional reputation

that makes us a leading player in the chocolatier market.

...



We believe that making good chocolate comes from taking the right human and environmental approach, based on treating men, women and children fairly and on caring for soils and their perpetual cycles, to ensure they prosper for us and for future generations.

That's why we decided to become **cacao growers**.

The cacao beans we use for our couverture chocolate* come from our own plantations in Ecuador, to make sure that everything is done **right** from bean to bar.



*Except where specified that cacao is sourced elsewhere.



OUR PLANTATIONS

Our plantations are in the Guayaquil region of Ecuador, South America, where conditions are ideal for growing cacao trees.



PLANTING

Our cacao trees are planted and grown following their natural cycle for a sustainably produced chocolate.



CARING

Pruning, watering and regular inspections are just some of the many tasks involved in caring for our trees to ensure the quality of our cocoa.



HARVESTING

Harvesting of cacao pods is a key stage in the chocolate production process that demands extra special know-how.



DEPODDING

Depodding is the stage when cacao beans are extracted from their pods and is quite spectacular to see.



FERMENTING/DRYING

This is the crucial step where the cocoa develops its full flavour, aroma and intensity.

Chocolatier & cacao grower...



INSPECTING

Each batch of beans is painstakingly inspected and identified to guarantee precise traceability.



BAGGING

About 210 days have passed between the first flowers on the trees and bagging of the beans.



SHIPPING

Cacao beans are shipped to our factories and turned into cocoa mass.



TRANSFORMING

In eight rigorously controlled steps, our master chocolatiers transform the cocoa mass into chocolate.



CREATING

Our moulded or enrobed couverture chocolate coats the delectable creations of our master chocolatiers.



INITIATING

Come and discover new tastes, smell the aromas and appreciate the textures.

We tend lovingly to our chocolate throughout the transformation process to guarantee **good** taste and quality at the **right** price for you to enjoy with friends, safe in the knowledge that what you're eating is **ethically produced**.

Because by eating **good** chocolate, you're contributing to a sustainable future.



Purveyors of flavour!

We want to share with our customers the thing that drives everything we do: high-quality chocolate at an affordable price that makes people want to keep coming back for more. That's why we like to vary our inspirations and interpretations so that there's a chocolate to suit everyone's tastes.

Our dedicated and passionate master chocolatiers put all their craftsmanship into creating new recipes in our factories in Belgium to bring you novel combinations of tastes and textures.

We never compromise on the quality of our chocolates. Our recipes are developed with meticulous attention to detail **from naturally sourced ingredients and without hydrogenated vegetable oils, GMOs* or palm oil**. Naturally, all our chocolate couverture is guaranteed **100% pure cocoa butter**.

*Genetically Modified Organism

“ Make good products with good ingredients. ”



Naturally sourced ingredients



Without palm oil



100% pure cocoa butter chocolate couverture

Ice creams & dragee almonds, our seasonal offering



Chocolate is a very seasonal product and we soon realized we needed **something extra** for the months from April to September: **our dragee almonds**.

We also have ice cream for the warmer months, with a palette of concepts to

suit different kinds of stores. Our range of **sorbets and ice creams is made by artisans**.

So opening a Jeff de Bruges store is the chance for you to develop a multifaceted business.



Our stores concept



STORE SPACE

We recommend a store space of 30 to 40 sq.m. for a high-street store and 45 sq.m. for a shopping center boutique. Both should have a storeroom of at least 25 sq.m.



Creating a magical customer experience and showcasing our product offering, in line with the aesthetic codes surrounding chocolate today, is the foundation on which the Jeff de Bruges store concept is built.

A concept designed to make it easy to find and buy what you want that creates a relaxed and elegant mood, reflecting our know-how and status as an affordable premium brand.

*Are you more
Creation or recapture?*

Becoming a franchisee

Your questions / our answers

At 7.3 kg per head, France is in the middle band in Europe for annual chocolate consumption, still a long way behind our German neighbours who chomp through more than 11 kg each!

That suggests plenty of room for growth in the French market, as confirmed by the increasing number of Jeff de Bruges stores opened since the company was founded. The chocolate market is traditionally dependent on two major festive periods of the year, Christmas and Easter.

Besides its exquisite taste, chocolate has a stack of **other benefits**: it's a known anti-depressant that reduces stress and is a source of vitality loaded with vitamins and minerals.

That's why Jeff de Bruges makes it in all shapes and sizes, from chocolate sweets and bars to moulds and gift compositions for all occasions.

* Source: Alliance 7 - December 2019

The guarantee of a recognized and well-liked brand

WHAT OPPORTUNITIES ARE THERE FOR FUTURE JEFF DE BRUGES FRANCHISEES IN FRANCE?

As a Jeff de Bruges franchisee, there are two ways to accomplish your entrepreneurial project: either you can open a store in a town or shopping centre with strong potential where Jeff de Bruges isn't yet present; or you can take over an existing Jeff de Bruges store to carry on our brand in a town where a franchisee is looking to sell their business. It all depends on what region you're looking at, and your inclinations and desires. Whichever you choose, we're sure you'll thrive in your new franchised business..

HOW LONG DOES IT TAKE TO GET UP TO SPEED IF YOU'RE NEW TO THE CHOCOLATE BUSINESS?

Every Jeff de Bruges franchisee receives initial training for 6 weeks, taking in all aspects of the chocolate business, alternating between theory and hands-on experience: we look at product features, go-to-market techniques, sales, business management and marketing. For the practical part of your training, you'll be in one of our stores in direct contact with the clientele. There's no better way to learn the art of selling Jeff de Bruges chocolates.

We communicate our passion for local service and our customer relationship management know-how. We also offer training courses throughout the year and plenty of opportunities to meet and talk via our consultative committee, work commissions, webinars, and regional and national meetings.

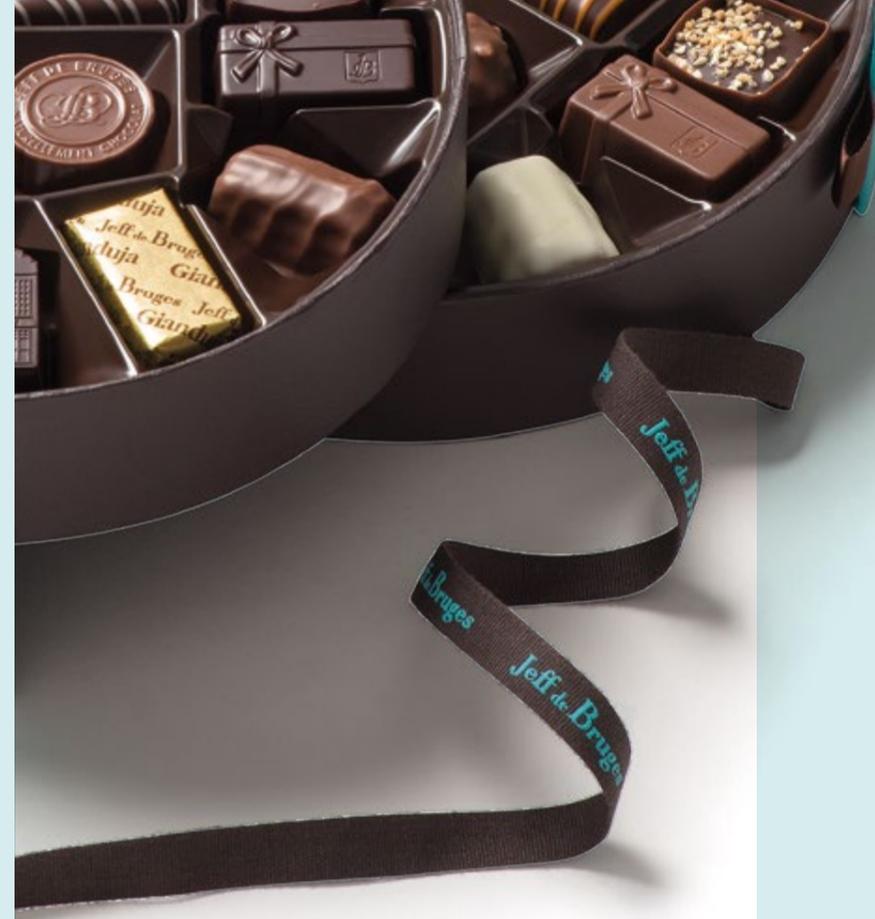
We see continuous training as a strategic element of performance. So that each Jeff de Bruges franchisee can hone their skills and acquire new ones, we've set up our own Jeff de Bruges school. This school dedicated to chocolate enables us to offer made-to-measure training matching the needs of our network and franchisees.

We also provide technical and logistic support once you've opened your store and help you keep track of your business through visits and a telephone hot line. In short, we'll be there to back you up all of the way.

WHAT ADVANTAGES DOES THE JEFF DE BRUGES FRANCHISE AFFORD?

The full Jeff de Bruges concept including the store, its architecture and merchandising to ensure good recognition along with a comfortable, buzzing work environment. The Jeff de Bruges franchise also gives you the guarantee of a recognized and well-liked brand backed by sales and marketing savvy all through the year to provide creativity and great prospects for growth. Consumers' requirements and buying habits change, and a brand's ability to adapt to them is of strategic importance.

A full concept



WHAT LEVEL OF INVESTMENT IS REQUIRED TO OPEN A JEFF DE BRUGES STORE?

The investment for going into business as a Jeff de Bruges franchisee varies according to the size of the store. You can expect €120,000 lease fee not included. For a shopping centre boutique, the fitting-out cost is between €140,000 and €190,000, lease or franchise fee not included.

FFF Fédération Française Franchise

ARE YOU A MEMBER OF THE FRENCH FRANCHISING FEDERATION (FFF)?

We joined in 1988 and our membership is fundamentally important as, besides their role guiding and informing future franchisees, FFF members are bound by the franchising code of ethics. Our franchise agreements are also recognized by the Federation. They run for a 7-year term renewable for periods of 5 years and set out the rights and duties of each partner, notably what Jeff de Bruges is expected to provide to the franchisee. They also include an exclusive territory clause.

WHAT MINIMUM DEPOSIT DO YOU REQUIRE FROM FRANCHISEE CANDIDATES?

To avoid the business getting weighed down by excessive loan repayments, we always ask franchisee candidates to have an **initial deposit of 30% at least of the total investment** (lease fee, refurbishment, fitting out, etc.) with a minimum of €50,000, loans not included.

WHAT ARE THE AVERAGE SALES FIGURES FOR A JEFF DE BRUGES STORE?

Jeff's network average turnover is 430,000€. Nevertheless, a distinction needs to be done between a high street store and a shopping center store. Indeed, a shop located in a city center can reach 700,000€ when the turnover of a shopping mall store can achieve 1,6M€.

HOW PROFITABLE IS A STORE?

Several factors come into play here. First, margins vary between 50% and 55% for chocolate and dragee almonds, more for ice cream, depending on the concept chosen. Second, a low level of stock avoids tying up too much cash. Finally, quick turnover of stock, not having recourse to sales, extremely low spoilage and regular yearly revenue growth per square metre all maximize profitability. A well-run business can be expected to bring a return on investment within 5 years.

DO YOU HELP FRANCHISEES FIND THEIR FUTURE JEFF DE BRUGES STORE?

Of course, we choose the location of your store together, as it's fundamental to your success. It has to be a perfect fit for our products and target clientele. We look for premises in the busiest streets of towns and cities with a population of more than 20,000 and in shopping centres.

IS THE JEFF DE BRUGES FRANCHISE DEVELOPING ABROAD?

Yes, we have some 45 stores abroad and we've ramped up our international development in recent years. We're present in Canada, Spain, Italy, Morocco, Bulgaria, Germany, Austria, Estonia, the Middle East and the Czech Republic. Jeff de Bruges is therefore the first French chocolate franchise to develop its business abroad.

WHAT IS THE COST OF A JEFF DE BRUGES FRANCHISE?

The franchise fees depend on the size of the market and are determined during the unfolding of the project.

DO YOU HAVE YOUR OWN JEFF DE BRUGES ARCHITECT?

Yes, of course, and our architect guarantees that our concept is consistently and uniformly applied across the network. Once our architect's draft fitting-out plans have been validated, they are given to your contractor so they can file a work or building permit application, under their responsibility. Our architect makes sure your project matches specifications. Franchisees are free to choose the contractor that will do the work in their new store.

WHAT ARE YOUR DIGITAL COMMUNICATION SOLUTIONS?

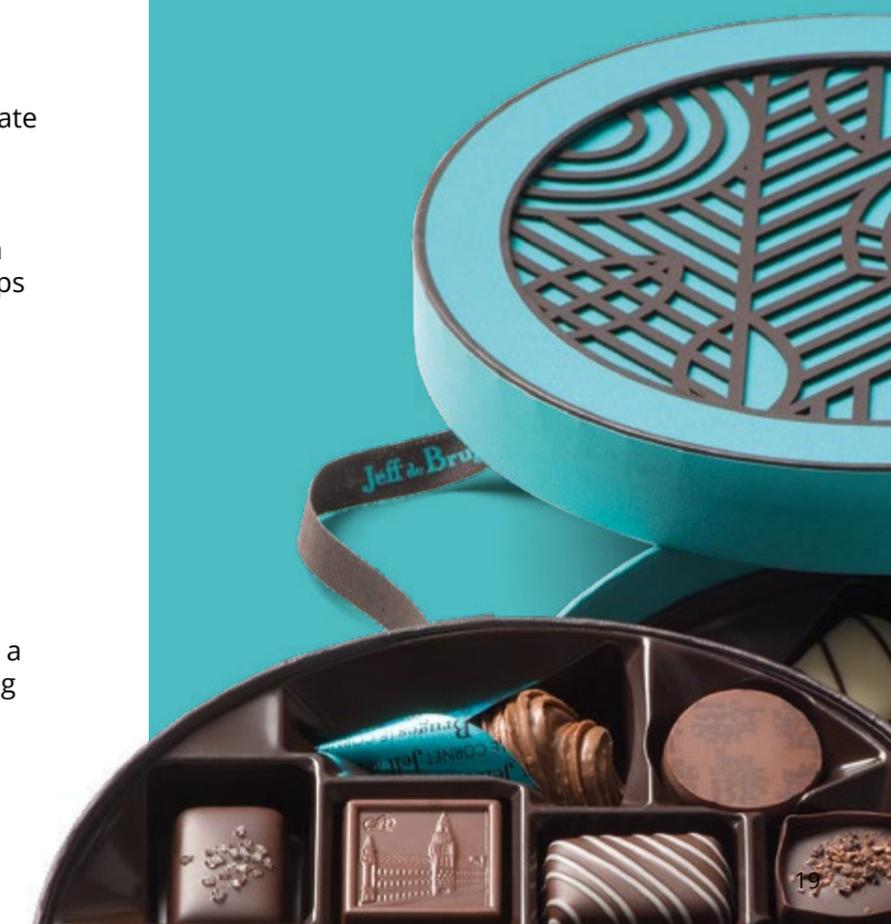
The local awareness and attractivity of a brand are depending on its presence on social networks and on the digital channels that are chosen. And that's why we clearly decided to support and help our shops and our franchisees by advising them while using the different digital channels, regarding their needs. For instance, we give them graphical guidelines and charters,... When we provide this service to the franchisee, we are also trying to keep a better homogeneity in our way to communicate and advice our brand. With all the help and support, the international franchisees are also able to have their own local website or social media with the same content than the others shops Jeff de Bruges.

DO WE HAVE TO PAY ROYALTIES?

No, you won't be asked for royalties. For our French network, we do ask for a contribution to our national advertising budget of 2.8% of sales (not including VAT), with a fixed minimum of €3,500 for your first year in business.

Helping you get started

Want to know more about our brand, franchise store opening or takeover opportunities, or on how to go about becoming a franchisee? Our Business Development team is here to help. Write to us using the on-line form and we'll give your business project our closest attention.





Our franchisees speak out



Passionate by gastronomy since my young age, I was quite disappointed over time by the chocolate offering in my city...

Since my childhood, I had the opportunity to taste Jeff de Bruges chocolate, and I was really fascinated by both taste and brand concept.

At the time, I knew it is a great opportunity in the market to open Jeff de Bruges store and be part of this incredible family.

Jeff de Bruges was for me the best way to share and bring people together around a taste of unique products. We opened our store in Tanger, a fast growing city in the north of Morocco on November 2018, the dynamic of the city was perfect for such a project.

I have been a Jeff de Bruges franchisee for less than five months, and things are going pretty well. I would like to thank Jeff de Bruges team.



Nada Benchekroun
Tanger



We totally felt supported, reassured and accompanied by Jeff team.



We honestly couldn't pick a better way to start our dream : being entrepreneurs, than choosing the Franchisor Jeff de Bruges to open our first shop in Munich.

Since day 1, through all the process and stages before opening our shop, we totally felt supported, reassured, and accompanied by the Jeff team. From the first appointment with the Mall Real Estate owner to the 6 weeks of initial training, including the financial, legal or accounting steps before opening the boutique, they coached us anytime... always having the best advice or word to boost us and help us. Until the official opening of the shop, the International Areas Managers, and their teams, never let us down, they were there to answer all our questions and fears...

This type of support is mandatory when you start a new business, in order to be peaceful and healthy in the management and financial way. We are today 100% convinced that we chose the best partner to launch a chocolate shop in Germany, our relationship with Jeff de Bruges will be long and happy...The store concept, the marketing, the products, the knowledge of the brand,... we have everything to be successful!



Ziad Naja
Munich



My childhood in Tahiti was filled with the smell of vanilla and coffee, the taste of grapefruit, oranges and passion fruit, and the sight of cocoa trees along the rivers. During my various trips to Paris,

I was impressed by Jeff de Bruges shops where the flavors and smells reminded me of all those memories and actually gave me the will to open a shop in Tahiti. I have been a Jeff de Bruges franchisee in Papeete, Tahiti for almost 2 years, and things are going well.

I thank Jeff de Bruges and its team.



Moea Faugerat
Tahiti

Candidate Application

(Confidential and non-contractual)

Please attach your photograph

Upon receipt of your candidate application, we will propose you a date of information's meeting.

Personal information

IDENTITY

Last name: _____ First name: _____
Date of birth: _____
Address: _____
Post code: _____ City: _____
Country: _____
Cellular phone: _____ E-mail: _____

Professional information

YOUR CURRENT PROFESSIONAL STATUS

Profession: _____ Company or area of activity: _____

YOUR PROFESSIONAL EXPERIENCE

Have you ever been self-employed? Yes No
Have you ever been a franchisee? Yes No

If so, for which company and in which location?

Investment

The deposit will be **€50,000 at leaset**, loans not included for the opening or the recapture of one shop. How much disposable capital do you have available for a Jeff de Bruges franchise?

You: _____

Other source (spouse, family, associate): _____

TOTAL: _____

You carry out this project:

Alone With your spouse With an associate

Additional information

Do you have a shop location suitable for a Jeff de Bruges shop?

Yes No **If so**, Localisation: _____ Surface area: _____

If no, in what city, region or country would you to open or take over a shop?

1st choice: _____ 2nd choice: _____

Are you willing and able to relocate? _____

When do you plan to open your Jeff de Bruges shop?

In: 6 months 9 months 1 year more

Do you have any other information about yourself or your project that you feel would be helpful?

I acknowledge, in my name and on behalf of the future franchisee company, that I have read the information on adjacent page 3 relating to the Protection of personal data and accept that personal data be used by Jeff de Bruges as part of my application and the performance of any potential franchise agreement.

Date: _____ Signature: _____

PROTECTION OF PERSONAL DATA COLLECTED WITHIN THE FRAMEWORK OF THE APPLICATION

European Regulation 2016/679 of 27 April 2016
and French Act 78-17 of 6 January 1978

1 – Use of personal data

a. The personal data collected from applicants, in particular through the applicant form on pages 17 and 18 is collected for the purposes of studying their applications to become Jeff de Bruges franchisees. More specifically, the purposes are as follows:

- Contact applicants as part of this application or in future should a project present itself;
- Check the compatibility of the applicant's profile;
- Check, identify and authenticate the data provided by applicants;
- Prevent, detect and manage security incidents;
- Handle any potential disputes with applicants.

b. Personal data will also be collected as part of an opening project, prior to any potential signature of a franchise agreement by an applicant. The purposes are as follows:

- Assist the applicant in compiling their bank file;
- Assess the reliability of the applicant's establishment project;
- Identify the individuals linked to the future franchisee company;
- Check on the availability of the franchisee's funds;
- Conclude the franchise agreement;
- Handle any potential disputes.

c. Furthermore, Jeff de Bruges also collects personal data from its franchisees for the following purposes:

- Perform the franchise agreement;
- Assist franchisees with their activity;
- Handle any potential disputes;

Such personal data processing is necessary for the performance of precontractual measures requested by the applicant and for the performance of the potential franchise agreement to which the applicant may be a party.

It is vital that Jeff de Bruges is provided with all personal data requested as part of the application procedure, failing which the application to integrate the Jeff de Bruges franchise network will not be reviewed. Furthermore, franchisees agree to provide any personal data necessary for the proper performance of the agreement, failing which Jeff de Bruges would not be able to answer the franchisee's request for assistance as part of an opening project, and consequently to conclude a franchise agreement.

The data controller is JEFF DE BRUGES DIFFUSION SAS, whose Registered Office is located at Parc du Bel Air - 12 avenue Joseph Paxton - 77164 FERRIÈRES-EN-BRIE, registered with the Trade and Companies Register of Meaux under number 448 989 947.

The Data Protection Officer of Jeff de Bruges Company is MDS.

2 – Recipients of personal data

Recipients of personal data can be:

- banking institutions;
- service providers involved in the compilation of the franchise file;
- legal, accounting, notary public or other service providers;
- suppliers;
- subcontractors, particularly IT (host, maintainer, etc.) or transport subcontractors;
- internal Jeff de Bruges departments (workshop, commercial department, accounting department, etc.).

If legally required, Jeff de Bruges may disclose collected personal data to authorised third parties, particularly to follow up on claims made against Jeff de Bruges and/or to comply with administrative and legal proceedings.

Data recipients have limited access to personal data, necessary for the performance of their services, and have a contractual obligation to use them in accordance with the provisions of the applicable personal data protection regulations.

3 – Security and confidentiality

Jeff de Bruges implements organisational, technical, software and physical security measures to protect personal data against alteration, destruction and unauthorised access. However, particularly for application forms sent via Internet, it should be noted that the Internet is not a completely

secure environment and Jeff de Bruges cannot guarantee the security of the transmission or of the storage of information on the Internet.

4 – Data retention period

In the case that an applicant is selected and becomes a Jeff de Bruges franchisee, the personal data collected is retained for the term of the franchise agreement increased by 10 years, particularly to enable Jeff de Bruges to comply with its accounting and tax obligations, and to assert its

rights before the courts.

In the case that an applicant is not selected by Jeff de Bruges or withdraws their project, the personal data collected as part of their application will be retained for 3 years.

5 – Implementation of data subjects' rights

Pursuant to applicable personal data protection regulations, data subjects may exercise their right of access, of rectification, to erasure, to object, to restrict processing, to portability, and the right to set out directives relating to the fate of their data after their death by writing to one of the following addresses:

- Email: DPO@jeff-de-bruges.com;
- Postal address: Service Informatique – Jeff de Bruges – Parc du Bel Air – 12 Avenue Joseph Paxton – 77164 Ferrières-en-Brie.

In this case, prior to implementing these rights, Jeff de Bruges may request proof of the data subject's identity in order to verify its veracity.

Subject to any breach of the above provisions, data subjects have the right to lodge a complaint with the Commission Nationale de l'Informatique et des Libertés (French Data Protection Authority).



Join us !



Business Development team

PHONE: +33 (0)1 64 66 63 00

E-MAIL : devenir.franchise@jeff-de-bruges.com

More information on our website

www.jeff-de-bruges.com

section "BECOMING A FRANCHISEE"

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