



We build loved brands.

MAX'S GROUP
MAX'S GROUP, INC.

A blurred background image showing people in a restaurant setting, with warm lighting and indistinct figures, suggesting a casual dining atmosphere.

LARGEST CASUAL DINING RESTAURANT GROUP

MAX'S GROUP



676

65 INCLUDING
INTERNATIONAL
STORES



AS OF Feb 2023

MAX'S GROUP

International Franchising

Max's Group, INC. (MGI) operates more than 600 stores in more than 10 countries with a heritage in the Philippines dating back to 1945.

MGI is expanding globally and its international Division is actively seeking franchise partners across the globe to share in the growth of their much loved brands.

The Group has a range of quality brands that cater to every occasion for all countries with product categories that include pizza, chicken, casual all-day American dining, affordable Japanese and sizzling steak meals.

The brands are backed up with a world-class multi functional support team to ensure sustainable long-term success for franchise partners.

Brands available for International Franchising:





since 1945

Our Brand Story





Our Brand

Since 1945.

For over 70 years, Max's Restaurant has become synonymous with genuine home-style Filipino food, and has become a favorite venue for countless Filipino celebrations.



Our Vision

To be one of the most loved Filipino brands by 2020.

Our Core Values

Genuine. Thoughtful. Delightful.

OUR MISSION.

A world class company,
passionate in bringing out the best in the Filipino.

With products that delight the world,
With service that epitomizes Filipino hospitality.
Where every encounter is made memorable with genuine care
and service from the heart.



"The Max's Story"



1945.
Max's Restaurant
opens its first store
in Scout Tuason,
Quezon City,
Philippines



1982.
Max's Restaurant
opens its first
international store
in San Francisco



1998.
The first Philippine
Max's Restaurant
franchise store,
Harrison Plaza
opens



2003.
The first
international
franchise location
of Max's
Restaurant was
opened in West
Covina, California



2014.
Max's Group
acquires Pancake
House Inc.



2014.
Max's Group
follow-on public
offering

Our Store Network

Country	No. of Stores
Philippines	184
USA	16
Canada	5
UAE	2
Qatar	2
Singapore	1
Guam	1
KSA	To Open in 2025
TOTAL	211

“We Serve Real Food Every Day”

Our Products.

“Sarap to the Bones” Fried Chicken
& Home-style Filipino Food
& Bakery Products



Our Customers.

“Multi-generational”



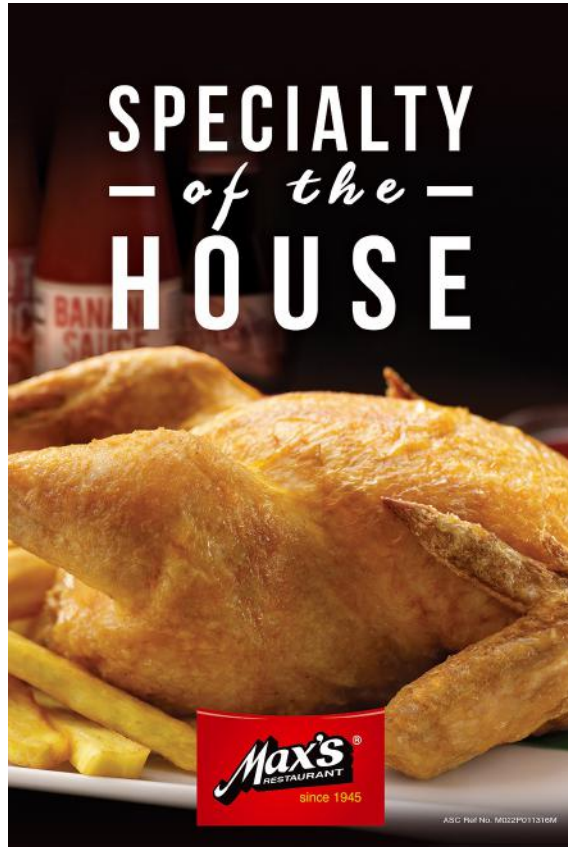
Max's Menu





Max's Restaurant

It is All About Great Chicken



Max's



Max's Restaurant

With Filipino Classic



Fresh Lumpia



Sinigang na Hipon



Kare-Kare



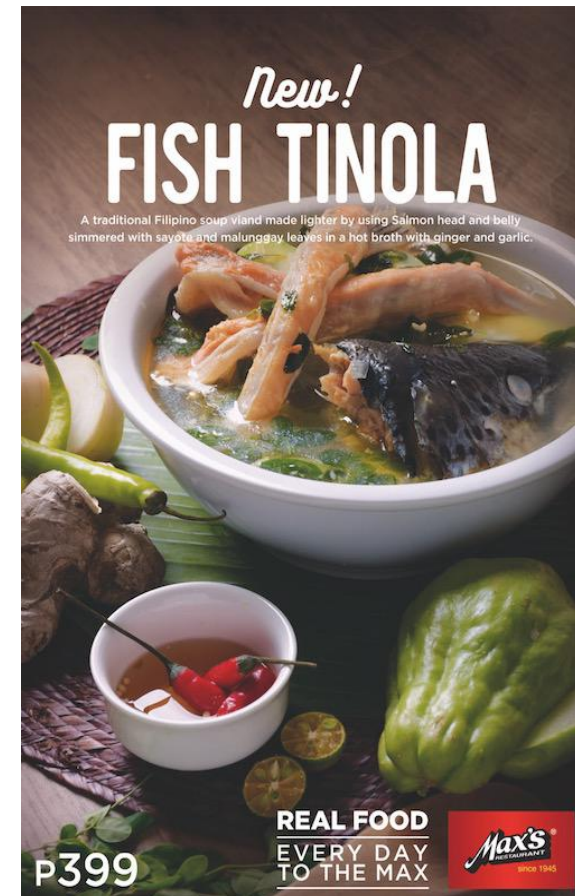
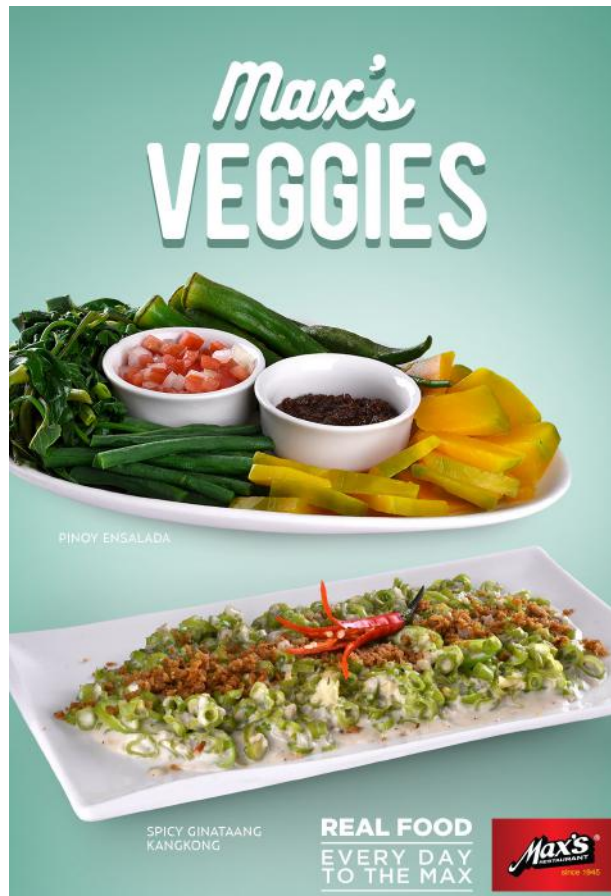
Pancit Canton

Max's



Max's Restaurant

With Continuous Innovations

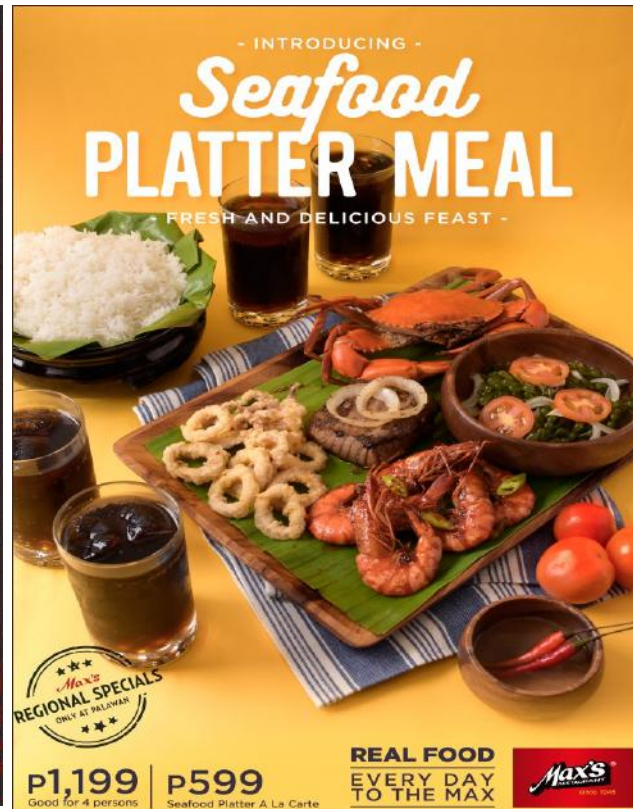


Max's



Max's Restaurant

With Continuous Innovations



Max's



Max's Restaurant

For All Kinds of Occasions



Max's



Max's Restaurant

We Hero Families & Champion Relationships

- NEW -

Fried Chicken & Bulalo Meal



P1,299 ONLY
Save as much as P308
Good for 4 persons

1 Sizzling or Sassy Bulalo • 1 Regular Whole Chicken
4 Biko Pandan or 1 Serving of Sizzling Tofu
4 Pearl Glass • 4 Plain Rice

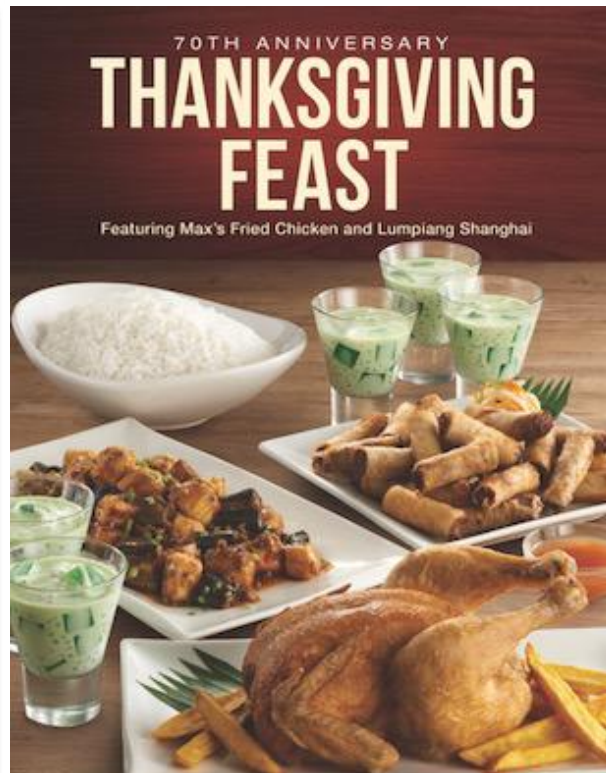
**REAL FOOD
EVERY DAY
TO THE MAX**



70TH ANNIVERSARY

THANKSGIVING FEAST

Featuring Max's Fried Chicken and Lumpiang Shanghai



Good for 5 persons at
P929
Save as much as P412

- 1 Whole Regular Max's Fried Chicken • 1 Eggplant Tofu
- Choice of 1 Permit Canton Regular or 1 1/2 order of Lumpiang Shanghai
- 3 plain rice • 5 Biko Pandan Regular

Max's CHICKEN LOVE
CELEBRATING 70 YEARS & LOVED TO THE BONES



New!

Appetizer Platter

SARAP TO SHARE!



AED 32
Calamares, Lumpiang Shanghai,
Chicken Wings and Fresh Lumpiang Ubod

Max's



Max's Restaurant

While Staying Relevant to New Generation

**MAX'S
BEST PLATE**

- ALL YOUR MAX'S FAVORITES, IN ONE PLATE -

STARTS AT
P299

All Best Plates come
with ice cold drink

**REAL FOOD
EVERY DAY
TO THE MAX**

**NEW! RICE
BOWLS**

BONELESS BANGUS BELLY
PAKSIW RICE BOWL
199

HONEY GLAZED
CRISPY PATA RICE BOWL
(with or without Chili) 249

STARTS AT
P199

**REAL FOOD
EVERY DAY
TO THE MAX**

Max's

Max's Stores



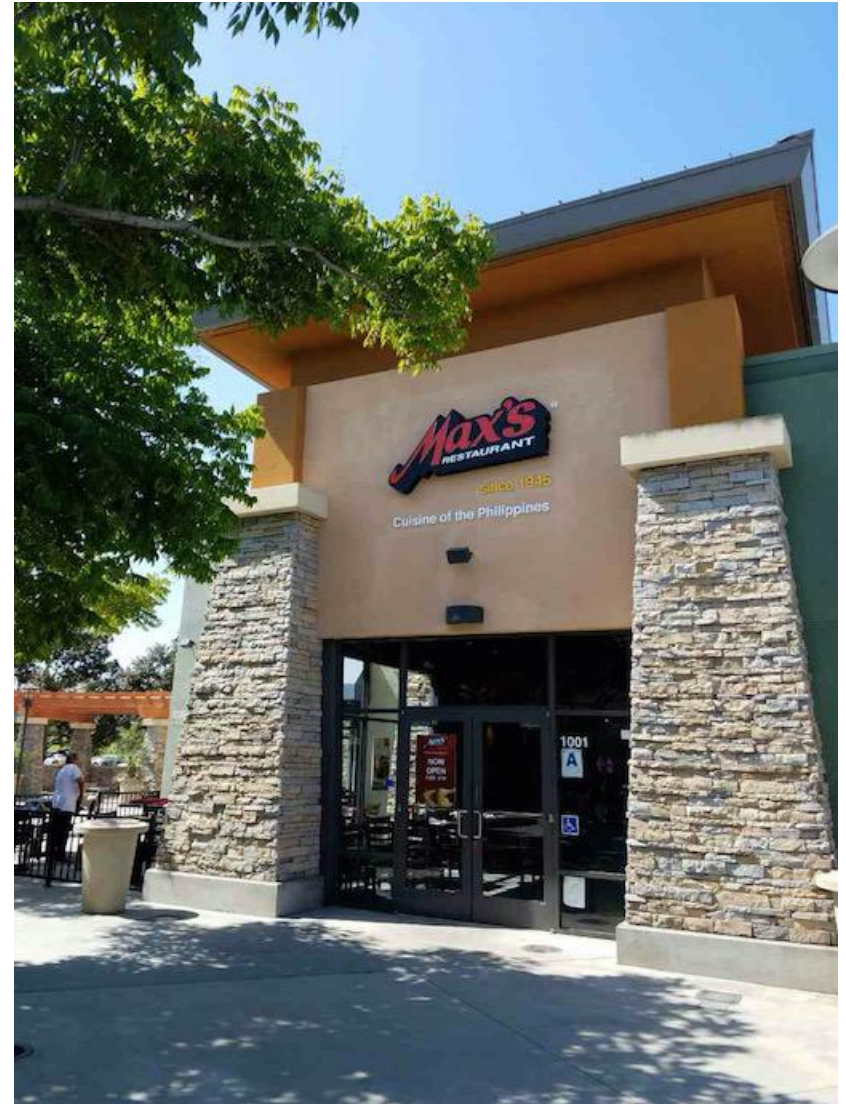
+180 stores in The Philippines



Around 200 stores in The Philippines



21 stores in North America



21 stores in North America



4 stores in Middle East



2 stores in Asia Pacific



Master Franchise Fee

1. **Development Fee: \$100,000**
 - For **Exclusive right** for one country to open multiple stores
 - Paid upon signing Area Development Agreement
2. **Store Opening Fee: \$25,000**
 - Paid upon opening an individual store
3. **Royalty : 5% of net sales**
 - Paid monthly



** Development fee is negotiable based on the size of market*

Fact Sheet as of Dec 6,2022

1. Minimum store size: 260-360sqm

- Inclusive of 100-150sqm of back kitchen and front kitchen or 50% :50% sharing of Front & Back of House
- Around 90-110 seating

2. CAPEX (based on Max's US average)

- Fit-out: \$2,500-\$ 2,700 per sqm
- Equipment: \$230,000 - \$250,000
- Furniture & Fixture : \$50,000



Franchise Criteria

- **Knows and believes in the Max's Restaurant brand**
 - **Financially stable with a net worth of \$1 Million and \$300,000 liquidity**
 - **Understands the need of high initial investment to build a new brand in a new market**
 - **Full team of General manager, operations and marketing manager and supply chain function**
 - **Deep understanding in the market and in selecting sites**
 - **At least 5 years of business experience in a restaurant or retail setting in the development area**
 - **Willing to learn Max's Restaurant business system and have time to attend**
 - **Sending the team to the Philippines at least 60 days for full operation training programs**
 - **Capable and willing to devote time for hands-on management of restaurant**
 - **Willing and comfortable to work closely with the franchisor to be compliant with the standard system**
 - **Understands the importance of quality customer service**
-



FAQ

Q. What are the criteria for selecting a site?

A. Site should be at least 3,000 sq. ft. (floor area) with adequate parking space, preferably in high traffic commercial/residential areas with easy access to highways/freeways/major roads. Site should be in an area with at least 50,000 Filipino populations within a 10-mile radius.

Q. Who will look for the site?

A. You should look for sites based on site criteria provided by Max's Restaurant. Max's Restaurant will assist in evaluating the potential site.

Q. Who will provide the restaurant design and layout?

A. The restaurant design and layout for the first store will come from the Max's Restaurant's accredited architect from the Philippines. The design will incorporate inputs on local building codes from a local architect to be contracted by the prospective franchisee.

Q. Who will do the construction?

A. You will be responsible to get the services of a licensed local contractor. Cost of construction will be borne by you.



FAQ

Q. Are we required to purchase any of the supplies and equipment from Max's Restaurant?

A. Proprietary items will be supplied by a Max's Restaurant's accredited suppliers. Max's Restaurant will give you a list of specifications for other items (food and non-food) and equipment. These items are sourced from local suppliers provided that the Max's Restaurant's specifications are met.

Q. Who will hire the employees?

A. Max's Restaurant will assist you in the hiring process if you want to hire from MGI. Successful applicants will be endorsed and employed directly by you.

Q. Will there be training provided for us and our employees?

A. You, your management team and pioneer employees will be provided with 60-90 days comprehensive training prior to opening the restaurant at a designated certified training stores. All expenses related to Training such as travel, lodging and the like shall be your responsibility.



FAQ

Q. How much will it cost to own a Max's Restaurant Franchise?

A. Total project cost ranges from roughly \$600,000 to nearly \$1,400,000 depending on size and location of the restaurant. This includes initial development fee to Max's Group Inc., cost of construction/renovation, equipment, pre-opening expenses and initial inventory.

Q. What other fees will be collected when the Max's Restaurant franchise is already operational?

A. Franchisees pay 5% royalty fee, Store opening fee upon opening each store. Franchisee is required to spend up to 3% for local store marketing.

