Franchise Opportunity
Become a part of the Betta Franchise Community.
Our Vision is to be the leading independent retailer group providing home appliance and furniture solutions to consumers.

The Opportunity.

The BSR Group operates a national franchise system that delivers an industry-leading retail and commercial offering to Australian consumers with an extensive product range and cutting edge technology.

BSR Group is the number one independent franchisor of retail businesses selling electrical appliances, furniture, bedding, household goods and relevant accessories in Australia. The BSR Group grants franchises to operate under the Betta Home Living brand, which carries with it a history of over 50 years in Australia. BSR Group offers its franchisees access, not only to the Betta Home Living brand, but to a tried and tested business system which supports and enables franchisees to maximise their offering to the customer and meaningfully participate in a market which has become progressively more competitive. BSR Group seeks to do this by providing the most comprehensive, all inclusive service possible.

Key franchise benefits at a glance:

- Robust system & processes
- Marketing expertise and execution
- Access to group pricing negotiated with suppliers
- Ongoing training and advice
Our Business Story - an Overview.

From humble beginnings, BSR Group has grown considerably and now has its head office in Brisbane, Queensland. BSR Group employs approximately 50 employees across 4 main departments, including merchandising, digital, IT and operations. BSR Franchising Pty Ltd is a wholly owned subsidiary of BSR Australia Ltd, a public unlisted company, the shares in which are held exclusively by retailers associated with the Group. This structure provides genuine ownership for retailers, and engenders a rigor in the way that BSR Group conducts its business and delivers its services.

In the last five years, Betta has redefined its position in the marketplace and shown itself to be a progressive business. Some notable achievements in that period include:

2010 - New CEO appointed
2010 - Key personnel employed in the merchandising team
2011 - BSR joined NARTA, the LARGEST independent buying group in Australasia
2011 - New core ranging program implemented
2011 - Online trading commenced
2012 - Integration of Retravision stores
2013 - Store rebrand project completed

As a proud member of NARTA (the National Associated Retail Traders of Australia), BSR benefits from NARTA’s buying power gained through purchases exceeding $3 Billion (AU) annually.
A Brand with Heritage.

In 1961, seven local independent retailers came together to combat rival electrical retail groups and formed the Brisbane Electrical Television Traders Association (BETTA). Since then, Betta has built a solid reputation on delivering superior customer service, providing us with a major advantage in the market. With over 50 years’ experience in retailing we really know how to service our customers’ needs.

Our Franchise Culture.

Most of our franchise operators live close to their stores and develop close ties within their local community.

Many franchisees choose to invest a portion of their profit by spending it within their local community, thereby generating additional business opportunities and valuable goodwill within their community.

Local business connections are often created by franchisees through establishing relationships with local businesses e.g. local transport companies who arrange for delivery of product to customers, local tradesmen who provide installation services to customers, local media providers. Important community connections are also often created by franchisees supporting their local sporting clubs, schools and charities.

Our Store Locations – a Snapshot.

- National footprint
- Network of nearly 200 associated retailers
- 80% regional
- Locally owned and operated
- Strong local community based relationships
- Store size range from 200sqm – 2000sqm
Our Categories.

Betta franchisees proudly offer the widest and latest range of electrical & furniture solutions for the home across key categories.

Betta's key product categories include Refrigeration, Cooking, Laundry, Big Screen Televisions, Air conditioning, Small Appliances, Vacuum Cleaners, Laptops, Tablets, Furniture and Bedding.

Industry Leading Brands.

Betta franchisees provide customers with all the leading brands. We work with over 100 core suppliers which represent over 95% of the market.

Add On Services.

Betta has built strong relationships with some of Australia’s leading finance, rental and retail warranty providers to ensure our customers have flexible options of interest free and rental terms available.
Our Marketing.

Betta is committed to continuing to build its trusted and reputable brand in the marketplace. We have a strong presence on social media, have a growing loyalty programme (Club Betta), and have consistent brand look and feel across all major offline and online platforms, and in-store activity. Here's just a small taste of some of our branding and marketing material.

- Catalogues
- TV
- Online
- Press
- Sponsorships (Brisbane Heat and Sydney Swans)
- Club Betta
- Facebook
- Betta Gift Card
- Exterior store branding
- In Store Visual
- Merchandising
<table>
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<th>Digital Marketing</th>
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### Outdoor

*Image of a Betta Home Living billboard ad for fridges, TVs, cooking, and more.*

### Digital Marketing

*Image of a Betta Home Living offer on a website.*

### In store Merchandising

*Image of Betta Home Living store with sale signs.*

### Gift Cards

*Image of a Betta Home Living gift card offer.*

### Social Media

*Images of Betta Home Living on Facebook (Facebook logo), YouTube (YouTube logo), and Google+ (Google+ logo).*
Our Forums and Conferences.

Our National Buying Forums are held twice a year and allow our franchisees to connect with each other, head office staff and supplier representatives, as well as access the latest pricing deals which are achieved through our collated ordering system.

A Conference is held annually and has previously been held in exciting locations such as Canada, Madrid, Hong Kong & Los Angeles. The Conference provides an opportunity to engage in professional development and to also focus on relationships with key stakeholders. We also believe in motivating and celebrating all our franchisees at our conference, and awards are presented annually to retailers at the Conference.
Your Investment and Our Support.

The initial investment in your Betta franchise depends on the expected turnover of your store. The potential return will also depend on whether you can fund the business yourself or whether you will need finance.

An estimated start up cost sheet is included in this information pack, which details the fees and what is required to establish a Betta Home Living franchise. The most important variable in the level of success you will achieve is in fact you! Franchisees consist of people, and no two people are the same. We can provide you with our proven system, name and the business tools and support necessary to operate but your reward is ultimately determined by your diligence and commitment to your business.

Here is a list of the services and support we will provide you.

- Business Planning
- Supplier Negotiation Services
- Market Analysis
- Store Design
- Training
- Marketing
- Territory Map
- Contract Support
- IT Support
- IT Help Desk Support

Franchise application process

1. Expression of Interest
2. Receive and Review Information Pack
3. Meeting with BSR Representative
4. Review and Sign Disclosure Information
5. Business Plans Approved
6. Store Setup and Training
7. Opening Day
If you’d like to become a part of the Betta Franchise Community, or would like more information, we’d love to hear from you.

Contact Retail Services on 1800 637 715, or by email at retail.ops@bsrgroup.com.au

The information provided in this brochure is approximate in nature and correct at the time of printing. BSR Group encourages prospective franchisees to make their own enquiries and determinations regarding whether a Betta Home Living franchise opportunity is suitable for them, and to seek legal and accounting advice in relation to commencing their own business.

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