



111 Weir Drive
 Woodbury, MN 55125
 (866) 956-4612

www.waxingthecity.com

Franchised Units:	95	In Business Since:	2010	Royalty:	6%
Company-Owned Units:	8	Average Franchise Fee:	\$32.5K	IFA Member:	No
Total Operating Units:	103	Total Investment Range:	\$127.7 – 410.6K	Term of Initial Contract:	10 Years

COMPANY'S DESCRIPTION HERE
(MAX. 600 WORDS & 2 IMAGES)

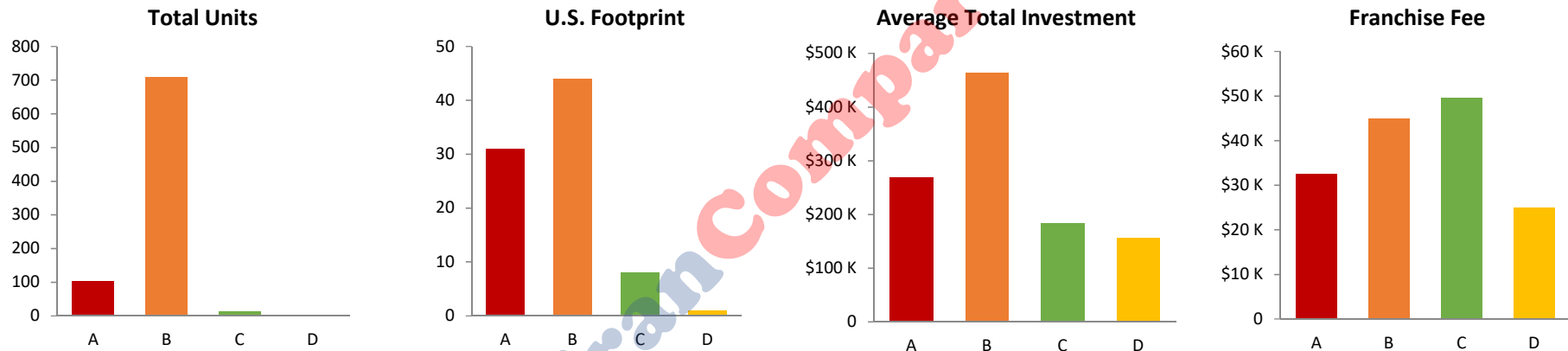
FranCompare™ Franchise Recognition Program 2019

Waxing & Hair Removal Services Industry

	Company Name (DBA)	Legal Name	Final Score
A	Waxing the City	Waxing the City Worldwide, LLC	763
B	European Wax Center	EWC Franchise, LLC	500
C	BodyBrite	Simply HairFree Franchising II, LLC	487
D	The Pampered Peach Wax Bar	The Pampered Peach Wax Bar, LLC	403

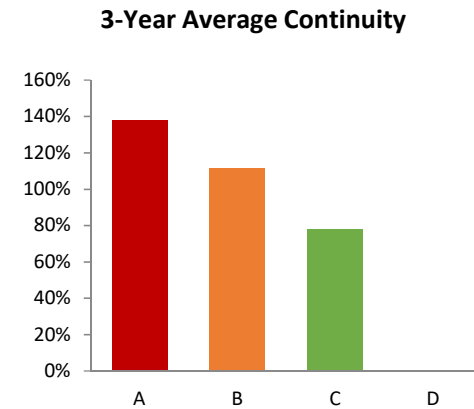
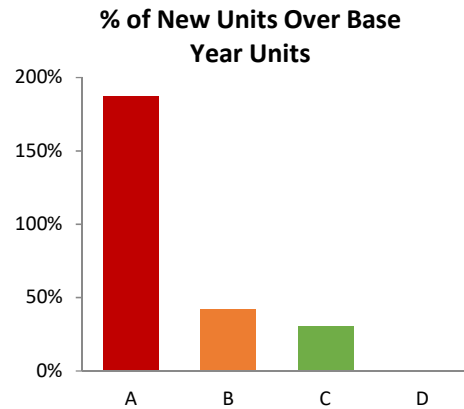
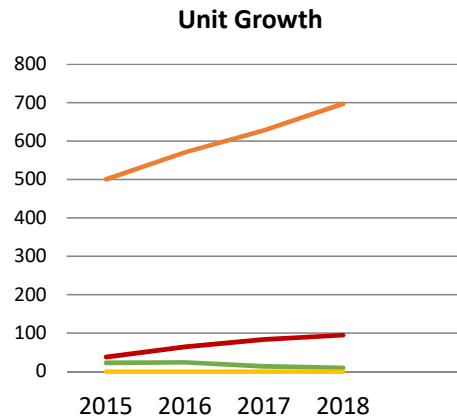
Key Unit Investment Variables

30%



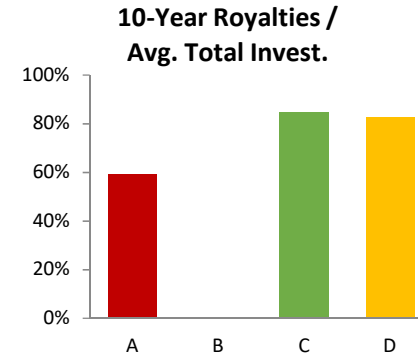
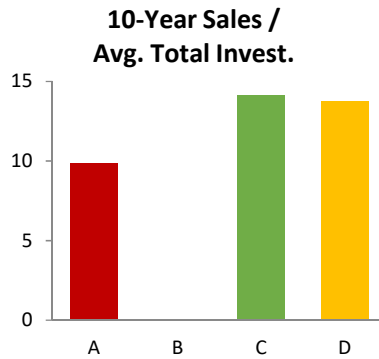
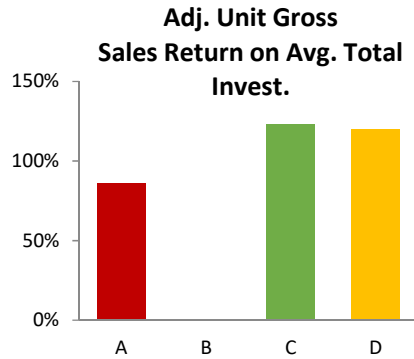
- **Total Units** is a valuable measure if recent growth was accompanied by proper support. Meteoric growth, however, with the help of third parties, frequently means franchisees are left to fend for themselves while management focuses on growth for its own sake.
- The greater the **Footprint/Geographical Coverage**, the better all franchisees are served. Only U.S. states are included.
- For the purpose of the Franchise Matrix™ analysis, the **Average Total Investment** is used in all cases.
- The **Franchise Fee** should not significantly exceed the franchise fee of its primary competitors.

Weighting for Primary FDD Variables (300 Points)	Waxing the City		European Wax Center		BodyBrite		The Pampered Peach Wax Bar		Max. Score
	Data	Score	Data	Score	Data	Score	Data	Score	
Year-End Total Franchised Units	95		697		10		0		
Year-End Total Company-Owned Units	8		13		5		1		
Year-End Total Units	103	40	710	50	15	20	1	2	50
% of Franchised Units	92.2%		98.2%		66.7%		0.0%		
% of Company-Owned Units	7.8%	10	1.8%	5	33.3%	7	100.0%	0	10
U.S. Footprint (# of U.S. States)	31	35	44	35	8	15	1	2	35
Total Low Investment	\$127,741		\$359,660		\$119,683		\$100,033		
Total High Investment	\$410,583		\$565,840		\$249,100		\$214,250		
Average Total Investment Per Unit	\$269,162		\$462,750		\$184,392		\$157,142		
Low Unit Size Estimate (Square Feet)	1,500		1,200		500		No Data		
High Unit Size Estimate (Square Feet)	1,800		1,600		1,000		No Data		
Average Unit Size (Square Feet)	1,650		1,400		750		N/A		
Average Total Investment Per Square Foot	\$163		\$331		\$246		N/A		
Average Franchise Fee (Single Unit)	\$32,500	27	\$45,000	15	\$49,500	12	\$25,000	33	40
Average Annual Royalty Fee (On-Going After Trial Period)	6.0%	80	6.0%	80	6.0%	80	6.0%	80	90
Term of Initial Contract (Years)	10	20	10	20	10	20	10	20	35
Term of First Contract Renewal (Years)	10	11	10	11	5+5	11	5+5	11	20
Average Transfer Fee (Single Unit)	\$7,500	9	\$9,000	8	\$24,750	2	\$10,000	8	10
Year Incorporated	2010	5	2000	9	2011	5	2017	2	10
Franchising Since	2010		2006		2012		2018		
Issuance Date of FDD (Issue Date)	3/29/2019		3/22/2019		7/25/2018		8/5/2018		



- **3-Year Compound Annual Unit Growth** measures the unit growth from base year to end of 2017. Assuming proper support on the part of the franchisor, higher growth is rewarded. Steady and controlled **Unit Growth** are preferred over meteoric growth. Negative unit growth raises red flags.
- **% of New Units Over Base Year Units** is the Total End of 2017 Units divided by Base Year Beginning Units.
- **3-Year Average Continuity Rate** is an important and commonly used metric within the franchising industry that measures the success of a franchise system over its most recent past. Continuity rate is determined for each year by dividing end-of-year total units by beginning-of-year total units and dividing the 3 annual rates by 3 to arrive at an average. If there are a high number of closures or non-renewals within a franchise, the continuity rate will generally result in a rate of less than 100%, as will a system that cannot support its growth and, accordingly, its franchisees are failing. A high continuity rate is evidence of strong support systems. Continuity rates of over 100% were rewarded and ones with less than 100% were penalized.

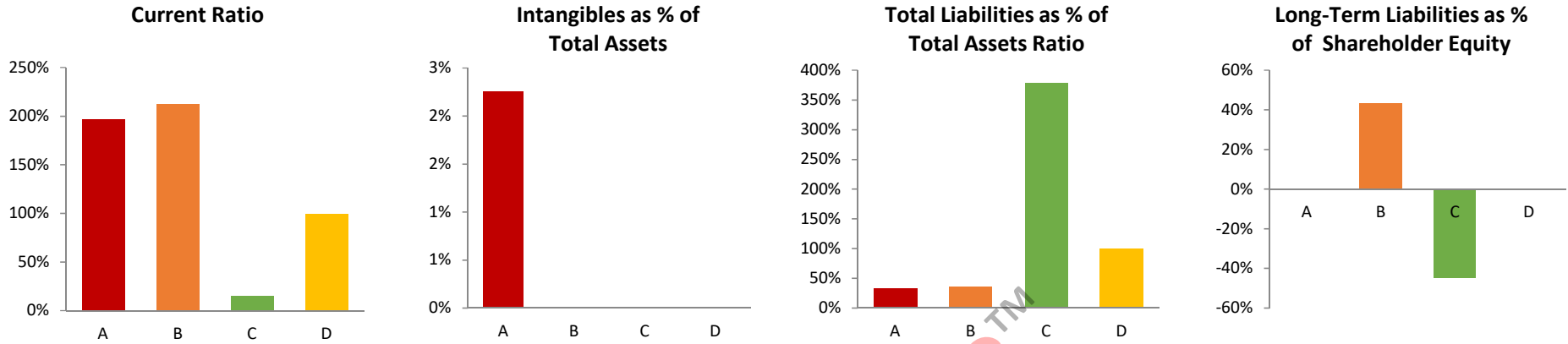
Weighting for Primary FDD Variables (250 Points)	Waxing the City		European Wax Center		BodyBrite		The Pampered Peach Wax Bar		Max. Score
	Data	Score	Data	Score	Data	Score	Data	Score	
Base-Year Beginning Franchised Units	38		501		23		0		
New Franchised Units Over Following 3 Years	71		209		7		0		
Total Franchised Units at the End of Year 3	95		697		10		0		
% of New Units Over Base Year Units	186.8%	40	41.7%	20	30.4%	15	N/A	0	40
3-Year Compound Annual Unit Growth	35.7%	55	11.6%	30	-24.2%	0	N/A	0	70
3-Year Average Continuity Rate	137.8%	140	111.6%	125	78.0%	40	0.0%	0	140



- Adjusted Unit Gross Sales by itself is not as important as **Adjusted Unit Gross Sales as percentage of the Average Total Investment**. Sales and profits must be evaluated as a function of the total investment.
- Whereas a modest difference in year 1 sales as a function of the average investment might be considered of minor importance, a 10-year time horizon puts these differences into perspective.
- Similarly, while a modest difference in year 1 royalty rates between franchisors might be considered of minor importance, cumulative **Royalty** payments over a 10-year time frame as a percentage of Average Total Investment put these differences into perspective.

Weighting for Primary FDD Variables (350 Points)	Waxing the City		European Wax Center		BodyBrite		The Pampered Peach Wax Bar		Max. Score
	Data	Score	Data	Score	Data	Score	Data	Score	
Company-Wide Average Gross Sales or Revenue	\$200,946		No Item 19		\$197,167		\$163,826		
Period Operated	12 Months		No Item 19		At Least 12 Months		12 Months		
Calculation Based on # of Units Evaluated	74 of 95		No Item 19		9 of 10		1 of 1		
Calculation Based on Franchised or Company-Owned Units	Franchised		No Item 19		Franchised		Company-Owned		
% Adjustment*	115%		No Item 19		115%		115%		
Adjusted Average Gross Sales or Revenue	\$231,088		No Item 19		\$226,742		\$188,400		
Adjusted Unit Gross Sales Return on Avg. Total Investment	85.9%	80	No Item 19	0	123.0%	120	119.9%	110	175
Cum.10-Year Gross Sales (Compounded at 5% Growth / Year)	\$2,653,851		No Item 19		\$2,603,938		\$2,163,615		
10-Year Sales / Average Total Investment	9.9	15	No Item 19	0	14.1	35	13.8	35	75
10-Year Total Royalty Payments	\$159,231		No Item 19		\$156,236		\$129,817		
10-Year Royalties / Average Total Investment	59.2%	50	No Item 19	0	84.7%	50	82.6%	50	50
Detailed Income Statement (EBITDA All Units Optimal)	100%	50	0%	0	70%	35	0%	0	50

* To adjust stated Average Gross Sales to a "standard" of greater than 2 years, the following adjustments were applied:
 Over 1 Year = 115%; Over 2 Years = 100%; Over 3 Years = 95%; Over 4 Years = 90%; Over 5 Years = 85%.



- The **Current Ratio (or Working Capital Ratio)** is a liquidity ratio that reflects the franchisor's ability to pay back its short-term liabilities. A ratio of less than 1 raises a red flag as to whether a franchisor can pay its short-term obligations when due.
- **Intangibles**, including **Goodwill**, are long-term assets represented by non-physical assets. Franchisors whose brands are household names may justify a higher value for intangibles than a relatively new brand with limited experience in the marketplace.
- **Total Liabilities as percentage of Total Assets Ratio** reflects the long-term strength of the franchisor's balance sheet. Over time, one would expect the percentage to decrease. A lower percentage is preferred over a higher percentage.
- **Long-term Liabilities as percentage of Shareholder Equity** reflects the franchisor's long-term capital structure. Over time, one would expect the percentage to decrease. A lower percentage is preferred over a higher percentage.

Balance Sheet Items (\$000)	Waxing the City		European Wax Center		BodyBrite		The Pampered Peach Wax Bar		Max. Score
	Data	Score	Data	Score	Data	Score	Data	Score	
Weighting for Primary FDD Variables (100 Points)									
Ending Date for Financials (Closing Date on Balance Sheet)	12/31/2018		12/29/2018		12/31/2017		8/4/2018		
Current Assets	\$14,852		\$4,462		\$111		\$1		
Intangibles & Goodwill	\$524		\$0		\$0		\$0		
Other Assets	\$7,884		\$17,725		\$173		\$0		
Total Assets	\$23,260		\$22,187		\$284		\$1		
Current Liabilities	\$7,528		\$2,103		\$723		\$1		
Long-Term Liabilities	\$70		\$6,053		\$353		\$0		
Total Liabilities	\$7,598		\$8,156		\$1,076		\$1		
Shareholders' Equity	\$7,598		\$8,156		\$1,076		\$1		
Total Liabilities & Shareholders' Equity	\$15,662		\$14,031		-\$792		\$0		

Key Financial Ratio (%s)	Waxing the City		European Wax Center		BodyBrite		The Pampered Peach Wax Bar		Max. Score
	Data	Score	Data	Score	Data	Score	Data	Score	
Weighting for Primary FDD Variables (100 Points)									
Current Ratio (or Working Capital Ratio)	197.3%	24	212.2%	25	15.4%	0	100.0%	25	25
Intangibles & Goodwill as % of Total Assets	2.3%	19	0.0%	20	0.0%	20	0.0%	20	20
Total Liabilities as % of Total Assets Ratio	32.7%	33	36.8%	33	378.9%	0	100.0%	5	35
Long-Term Liabilities as % of Shareholders' Equity Ratio	0.4%	20	43.1%	14	-44.6%	0	N/A	0	20

Total Score	763	500	487	403	/1000
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FranCompare™

FranCompare™

FranCompare™ and the World Franchising Network have been in the franchising business for over 30 years. During that period, we have gained some meaningful insights into what separates great franchise systems from mediocre ones. The FranCompare™ Franchise Recognition Program is the result of those decades of experience. The underlying analysis relies upon a unique template called Franchise Matrix™. The Franchise Matrix™ allows a prospective investor, analyst or lender to prioritize which objective factors in each franchisor's FDD are most important in analyzing competing systems and to compare systems side-by-side. Keep in mind that the methodology and results of the Franchise Recognition Program are solely the opinions of FranCompare™ and are based solely on what we consider to be the key factors taken from each franchisor's 2018 FDD. If you want to modify the weighting of the variables or change the variables themselves, please [click here](#) for a customizable worksheet that can accommodate your personal priorities.

FranCompare™ also provides custom side-by-side analyses for clients. You can choose from over 2,100 2018 FDDs and over 2,300 2017 FDDs listed on www.FranchiseDisclosures.com. If you have an interest in a custom FranCompare™ analysis, please give us a call at (888) 612-9908. The minimum charge for 4 companies is \$600 and each additional company is \$150.

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Feel free to contact us at:

FranCompare™

1814 Franklin Street, Suite 800

Oakland, CA 94612

(888) 612-9908