

MAACO FRANCHISE OPPORTUNITIES



NORTH AMERICA'S BODYSHOP®

THE HISTORY



Driven Brands companies has more than 40 years of experience servicing customers in the automotive aftermarket

1970 - 1980

2000 - 2010

2011 - 2012

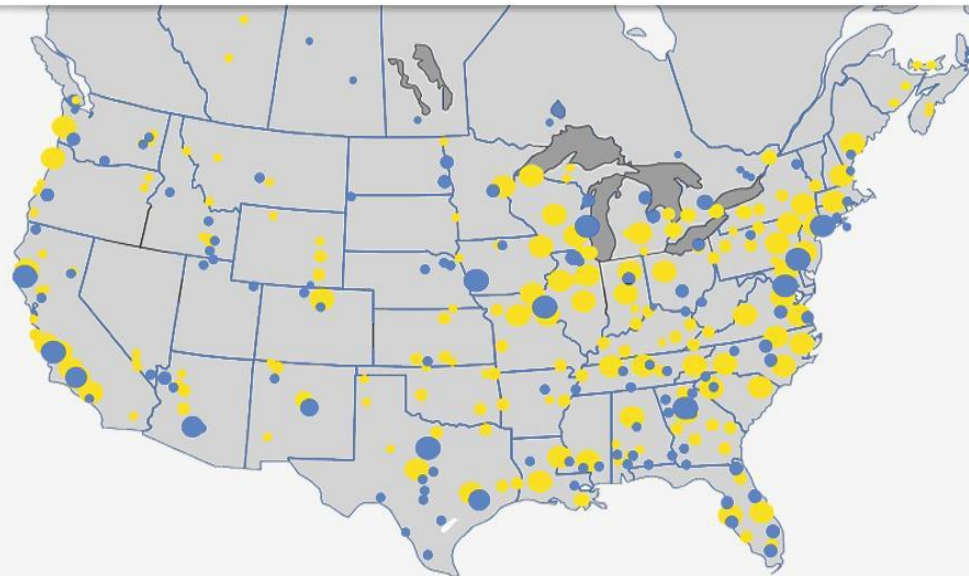
2015

- 1972: Tony Martino founds Maaco.
- 1972: Sam Meineke founds Meineke Discount Muffler.
- 1981: Maaco launches the iconic "Uh-Oh! Better Get Maaco" campaign.

- 2000: Maaco.com launched.
- 2006: Econo Lube acquisition.
- 2008: Maaco combines with Meineke to form Driven Brands.
- 2010: Maaco paints its 18 millionth car.

- Dec. 2011: Harvest Partners acquires Driven Brands
- 2012: Management team restructuring begins with the hiring of Jonathan Fitzpatrick as CEO in July.

- Maaco paints its 20 millionth car.
- April 2015: Roark Capital acquires Driven Brands
- May 2015: Driven Brands acquires 1800-Radiator



Size Legend

1 – 5 Locations
6 – 10 Locations
10+ Locations





PAINT & COLLISION

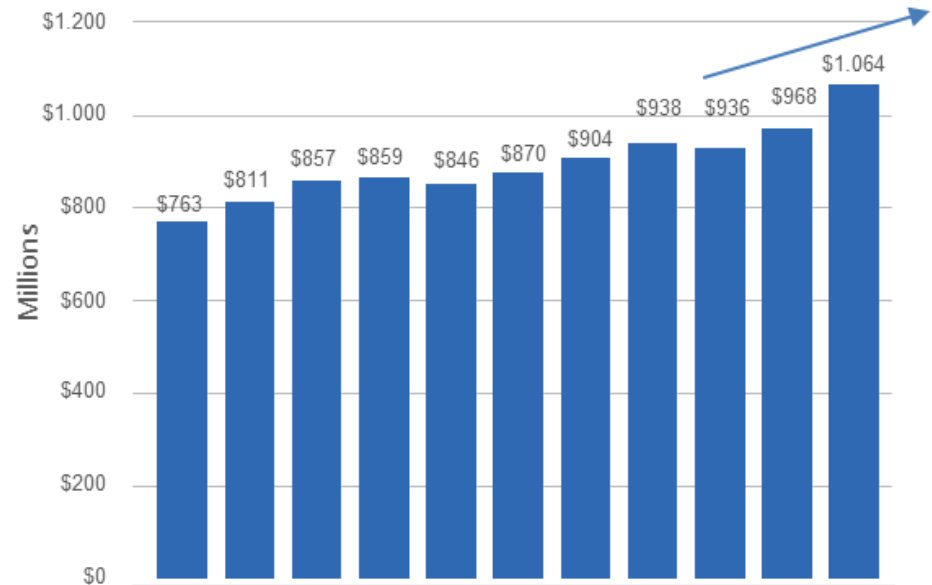


467 Locations



- Leading Aftermarket Platform with Iconic Multi-Generational Brands
- Largest franchisor in the automotive aftermarket
- 1,500+ franchised locations in North America
- Over \$1 Billion in System-wide Sales
- Services over 4 Million cars per year

System Wide Sale



System Wide Sales (1)

- Demonstrated history of stability and long-term growth.
- Over \$1 billion spent on marketing initiatives.

(1) Pro Forma for rebrandings, Maaco Canada (2009), Merlin (2014), and Pro-Oil (2014) in the year acquired and Maaco and Econo Lube since 2006.



WHY MAACO?



MAACO'S ADDRESSABLE MARKET

Maaco's \$43 billion addressable market is comprised of a diversified mix of retail, trade, Insurance and ancillary services

RETAIL



Paint
Out-of-pocket Collision

TRADE (CERTIFIED CENTERS)



Rental cars
Government Fleets
Remarketing
Local Fleets

INSURANCE



Insurance
Direct Repair Programs

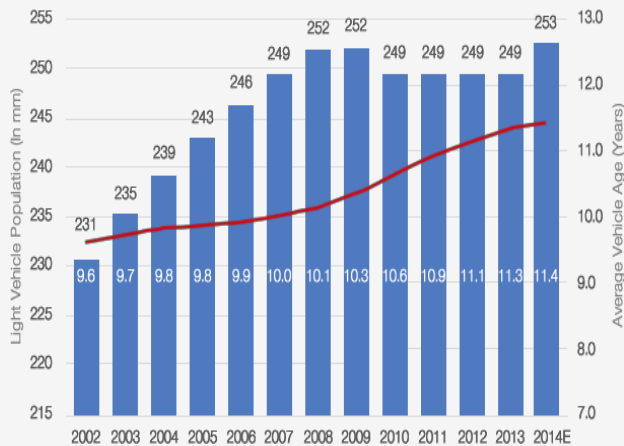
ANCILLIARY SERVICES (OPTIONAL)



Paintless Dent Repair
Glass Repair
Headlight Restoration
Detailing

(1) Harris Williams Industry Size Estimate
(2) Maaco Fleet Revenue Report

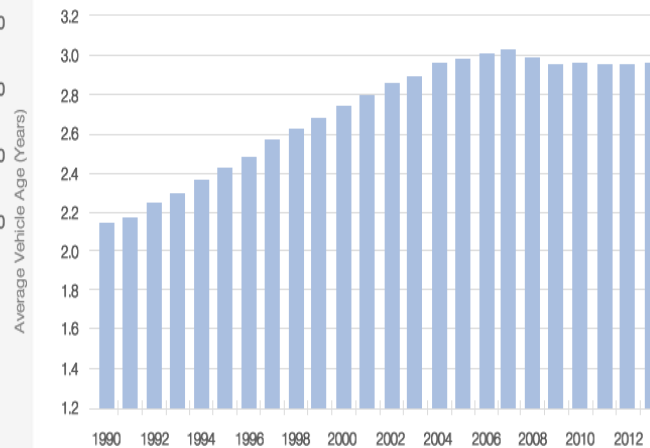
Vehicle Population and Average Age (2002-2014)



Source: AAIA.

■ U.S. Light Vehicle Population
 ■ Average Vehicle Age

Annual Miles Driven (1990-2013)



Source: U.S. Department of Transportation.

-Average vehicle age has reached an all-time high of 11.4 years in 2014.

- From 2002 to 2010, 138 million vehicles were sold in the U.S.









HIGHLY FRAGMENTED MARKET

The paint & collision industry is highly fragmented and well positioned for continued consolidation.

- There are approximately 35,000 paint & collision centers in the United States. However, the top 6 providers represent only 5% of the total market.
- Maaco is the only provider with a national presence and national brand.
- 12% of independent bodyshops are going out of business annually.

Paint & Collision Landscape with Market Share

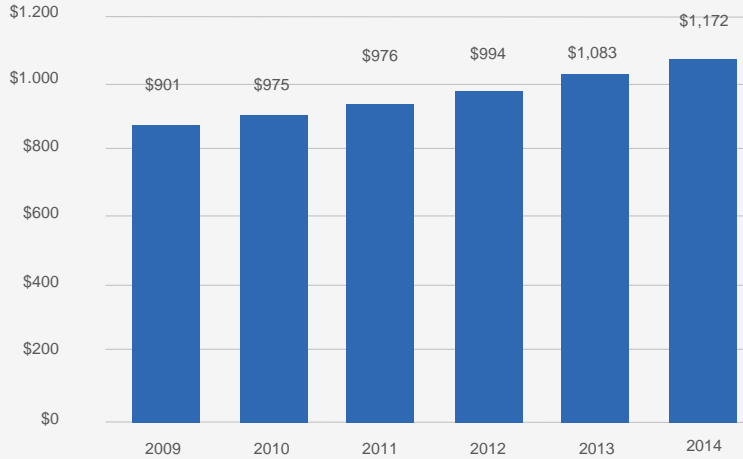
Competitor	Market Share	Mode	Estimated Center Count	Service Offerings			Geographic Focus
				Paint Glass	Body Work		
 North America's Bodyshop	1.4%	Franchised	470	✓	✓	✓	Nationwide, Canada
 Auto Body Repair Experts	1.2%	Banner Franchise / Network	410	✓	✓		Midwest, Florida, Northwest, Northeast, Canada
	0.8%	Owned	290	✓	✓	✓	Canada, Midwest, Southeast, Northwest
 Auto Body & Glass	0.6%	Owned / Banner Franchise	210	✓	✓	✓	Midwest, Southeast, Northwest, Southwest
 Collision Repair Centers	0.6%	Owned	200	✓	✓		Texas, Southwest, Southeast
	0.5%	Owned	175	✓	✓		Texas, California, Southwest
All Other	94.9%		32,708				

Notes: Market share estimate based on number of centers relative to total industry centers in the United States.
Source: Harris Williams & Co., The Romans Group, company websites, company filings, and AAIA.



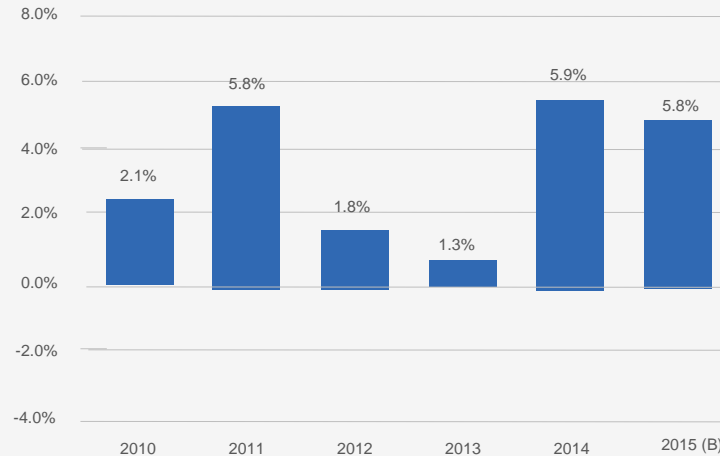
MAACO BY THE NUMBERS

Average Sales per Location & Diversification



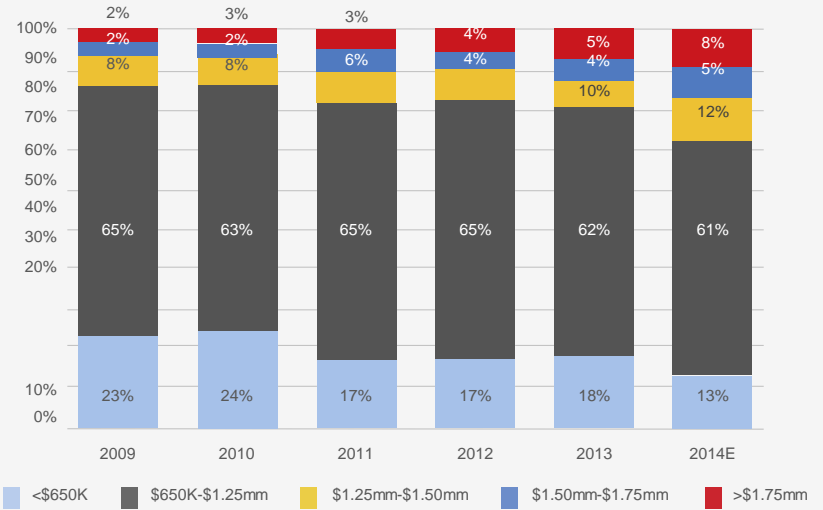
Average Sales: \$1,172

Same Center Sales %



Average Same Center Sales %: 3.8%

Franchisee Mix by Annual Revenue



Average Revenue: 63.5% of franchisees fall between \$650K-\$1.25K



AVERAGE UNIT ECONOMICS

	Avg.		Top Quartile	
	%	Total	%	Total
Average Gross Sales	100.0%	\$ 1,172,894	100.0%	\$ 1,849,391
Direct Labor	22.0%	\$ 258,381	21.0%	\$ 388,876
Materials Expense	10.4%	\$ 121,553	9.5%	\$ 176,229
Parts Expense	10.9%	\$ 127,684	12.7%	\$ 235,319
Rent	1.3%	\$ 15,719	2.1%	\$ 39,166
Gross Profit	55.4%	\$ 649,557	54.6%	\$ 1,009,801
Indirect Labor	8.0%	\$ 93,419	8.2%	\$ 151,808
Fixed Expenses	19.4%	\$ 227,328	15.5%	\$ 287,498
Advertising- Local	0.8%	\$ 9,411	1.1%	\$ 20,455
Royalties	7.3%	\$ 85,637	7.2%	\$ 133,716
Payroll Tax	3.3%	\$ 38,874	3.2%	\$ 58,785
General Expense	2.8%	\$ 32,302	3.0%	\$ 54,660
Total Operating Expense	41.5%	\$ 486,971	38.2%	\$ 706,922
Net Income	13.9%	\$ 162,586	16.4%	\$ 302,879

This information is based upon actual, historical financial information provided by Maaco franchisees and disclosed in Maaco's franchise Disclosure Document ("FDD"). Individuals results may vary. Historical financial performance does not guarantee future results. For further information about franchisee financial performance, see Item 19 of the FDD.

HOW IT WORKS



HOW YOU MAKE MONEY

- 5 Cars produced per day*
- ~\$900 revenue per ticket
- 5 production days
- M-F 8am-5pm



\$1,172,894
Average Gross Sales

\$162,586
Average Income



TRADE : Fleet Services

Fleet Services represents a tremendous ongoing opportunity for Maaco.

- Fleet services are a ~\$4.5 billion annual market opportunity catering to:
 - Car rental and leasing companies.
 - Government and municipal agencies.
 - Telecommunications providers.
- Full-time business development resources focused on:
 - National fleet opportunities.
 - Under-penetrated fleet segments.
 - Driving fleet volume to an increasing number of stores.
- Maaco leverages existing competencies to service highly attractive, recurring commercial business.
 - Nationwide platform.
 - Centralized billing.
 - National warranty program.

Fleet Services Overview

Customers

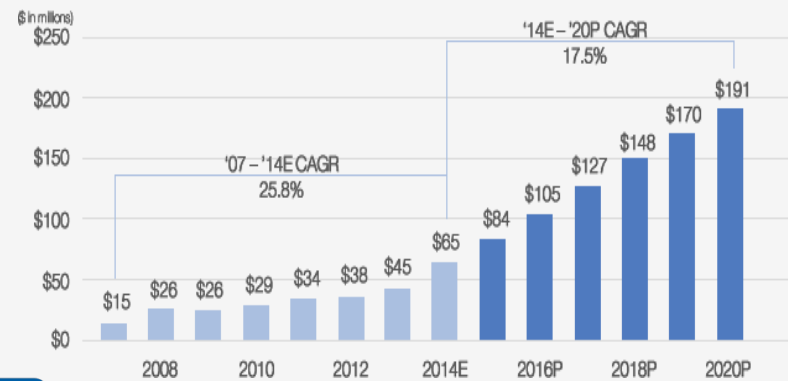
Rebranding

Remarketing

Accident Management



Projected Fleet Revenue



NORTH AMERICA'S BODYSHOP

TRADE: Insurance / Direct Repair Programs

Maaco is well positioned to continue to penetrate insurance-based DRP business.

- National presence, strong brand recognition, and technology capabilities.
- Provides consolidated billing, logistics, and program management services on a national basis yielding a distinct advantage.
- Maaco has identified Tier 2 and Tier 3 auto insurance providers as a significant, underserved market segment in a ~\$4.5 billion segment.
- The Company has invested significant time into developing One Maaco, a platform that provides body shop management and estimating tools as well as KPI reporting capabilities – a crucial prerequisite for securing DRP business.
- More than \$7 million in DRP revenue in active pipeline.

Certification Process & Assignment of Work

In order to qualify for fleet work, a center must be Maaco Certified. This process allows us to ensure that our fleet customers continue to rely on us for uniform and professional service in every center.

Certification includes a self completed evaluation of 5 cars and on-site evaluation coordinated by a member of the Operations Team.

Once certified, centers will become eligible to receive work as it is available in their local area.

DRP Pipeline

210 - **68** - **295**
Insurers Company Targeted Shops Monthly Claims

Annual Sales **\$7,080,000**

DRP Customers



INVENTORY SALES

Maaco drives franchise profitability by cutting costs and boosting sales through a paint & ancillary product purchasing program and newly developed operating procedures.

Larger the brand grows, the greater the discounts grow

SAVE
30-50%

No competitors can compete with the combined buying power of the Maaco system.

Franchisees who purchase products from Maaco franchisees that by through Inventory sales receive a 30-50% discount.



More than 60 brands offers discounts to our franchisees.



HOW DOES THIS COMPARE TO OTHER FRANCHISING OPPORTUNITIES?



(\$ in millions)	McDonalds	Wendy's(1)	Jack in the Box(2)	Sonic(3)	El Pollo Loco	Burguer King(4)	Qdoba(5)	Taco Bell(6)	Maaco
(\$ in ,000)	Unit Level Economics								
Average Unit Volume	\$2,522	\$1,514	\$1,381	\$1,117	\$1,800	\$1,229	\$1,017	\$1,428	\$1,172
Restaurant-Level EBITDA	\$366	\$189	\$213	\$149	\$398	\$98	\$182	\$221	\$162
Margin (%)	14.5%	12.5%	15.4%	13.3%	22.1%	8.0%	17.9%	15.5%	13.9%
Cash Investment Cost	\$1,700	\$1,200	\$1,500	\$1,000	\$1,360	\$1,200	\$750	\$1,200	\$285
Cash-on-Cash Return	21.5%	15.8%	14.2%	14.9%	25.0%+	8.2%	24.3%	18.4%	58.2%

Source: SEC filings, CapitalIQ, Company presentations, FactSet, Wall St. research, industry research.

Market data current as of 02/26/2015.

1. Wendy's is undergoing a transitional period to switch to a refranchising model
2. Jack in the Box numbers correspond to 01/18/2015 LTM financials
3. Sonic numbers correspond to their 11/30/2014 LTM financial except the CAGR and TEV/EBITDA which are 08/31/2014 financials
4. Burger King is owned by Restaurant Brands International (NYSE: QSR)
5. Qdoba is owned by Jack in the Box
6. Taco Bell is owned by Yum! Brands

Great Hours: Monday - Friday 8 a.m. - 5 p.m. Saturday 9 a.m. - 12 p.m.

HOW TO GET STARTED



MAACO CENTER INITIAL INVESTMENT

Initial Franchise Fee

\$35,000

Training

\$5,000

Initial Advertising Contribution

\$30,000

Miscellaneous Start-up
Expenses

\$45,000

Equipment & Inventory

\$170,475

MINIMUM REQUIREMENTS

\$140,000+ from
Non-Borrowed Funds

\$300,000+ Net Worth

Good Credit:
Score of **700+**

Multi-Shop Incentives

1st License

\$35,000

2nd License

\$20,000

3rd License

\$17,500

4+ Licenses

\$15,000

TOTAL ESTIMATED INVESTMENT \$285,475

Excludes any potential tenant improvements or real estate acquisition costs Excludes MSO incentives

*The purchase of an existing MAACO business will differ in fee structure & investment.

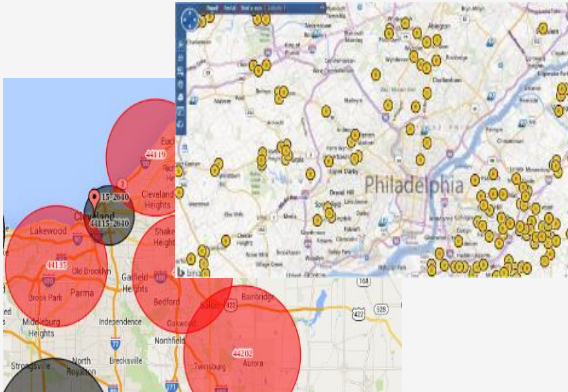
**See our current Franchise Disclosure Document for additional information about investment details.



1

SITE SELECTION

Five internal Real Estate Managers who are positioned to support franchisee needs. Use of search tools such SIMMS Mapping and CoStar. Solid network of local, regional and national commercial brokers.



2

LEASE NEGOTIATION & FINANCIAL PREPARATION

Established partnership with BoeFly, who is able to put you in front of over 3,000 lenders.

3

NEW FRANCHISEE TRAINING

The three-week training offers hands-on course work in the following areas: Financial Overview, Selling System, Production Management & IT Management.

4

CONSTRUCTION ASSISTANCE & EQUIPMENT INSTALLATION

The dedicated project coordinator that supports franchisees with the construction and equipment needs for each center

5

HIRING & TRAINING ASSISTANCE

The dedicated team of Field Operations Directors that support centers with the hiring and training of new employees

SUPPORT TEAMS:

OPERATIONS, TRAINING, REAL ESTATE, PROJECT MANAGEMENT, FLEET, INVENTORY, MARKETING, IT

IT PLATFORMS

DEALER ACCESS



Digital accessibility to chain, regional and local KPIs, national account information and directives, E-store ordering and operational resources.

E-STORE



Online ordering that offers 24/7 access and no wait times, access to the entire Maaco Inventory Sales, Custom Catalogues and crossover merchandising.

ONE MAACO



- State-the-Art 3D Imaging
- Production Management from a mobile device
- Account Receivable Scheduling & Reminders

CENTERMARK/ MAACO.COM



- Online Scheduling Capabilities
- Phone Tracking and Ability to Listen
- Customizable Coupons
- Automated Lead Recycling
- Facebook Integration for Picture Sharing
- Review Soliciting Tools



NORTH AMERICA'S BODYSHOP

WHY MAACO?

SUPPORTIVE FAMILY

RESILIENT INDUSTRY

UNRIVALED INVESTMENT

PROVEN PLAYBOOK

GROWTH OPPORTUNITIES



NORTH AMERICA'S BODYSHOP®

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