

NFU, Inc., the NUMED Franchising Unit, is an offshore entity with its headquarters located in Beirut, Lebanon. It is the business entity that sells, groups and organizes all the work facets of NUMED Stores creating an interconnected network of experiences and businesses for all NUMED Stores worldwide. It transmits all NUMED know and know-how, Products and business expertise to all NUMED Stores and ensures equality among them.



## What We Are Offering

We are offering NUMED Franchise ownership to interested and selected candidates across the MENA Region, Africa & Europe.

To operate a NUMED Franchise is to partner with a pioneer and leader in the market for Nutrition Clinical Equipment & Health & Nutrition Educational tools.

NUMED is a unique and unprecedented concept worldwide that will allow you to join a fast growing industry, ensure you have a high profitable investment, and be continuously trained and driven.

## Our Promise

**A Ready Entity**

Encompassing everything a franchisee needs and high-quality product

**Minimal Cost**

In comparison to attempting to launch the same concept

**Optimal Organization**

A very solid structure, and regular support

**Transparency**

Traceability and openness

## What Is Required from You

**Prime Location**

Market study and choosing the best spot in the designated Exclusive Territory

**Agreement Fulfillment**

All processes and details in our agreement have been thoroughly studied and proved effective, therefore it is requested franchisees follow them fully, according to the Territory's laws and regulations

**Qualified Team**

Hiring of qualified staff as per our requirements and values

Our team consists of highly knowledgeable and qualified professionals who mix knowledge and experience with enthusiasm, passion, and creativity. We are passionate and dedicated to our customers.

# About NUMED

## Concept Creation

NUMED was created due to the high-witnessed market need and difficulty in finding all categories and ranges of nutrition clinical products in local and international markets. Therefore, NUMED was and will always be devoted to gathering and manufacturing all the products needed to fully furnish dietetic clinics, diet centers and related entities.

## A Difficult Concept to Build Alone

### Manufacturing with No Machinery

All 3-D educational tools cannot be manufactured by any machine. They derive from an artistic know-how the CEO has established through 35 years of experience in the artistic and creative field, and transferred to the technical team who now acquired over 10 years of experience in the production of 3-D items, working in a dedicated production and warehousing facility of 1000m<sup>2</sup>.

### Unprecedented Portfolio

NUMED extended portfolio includes more than 1000 unique Products of which around 600 are developed, created and manufactured by NUMED. This is only made possible through working with over 200 suppliers worldwide and developing in-house technical know and know-how.

### Exclusivity in the Gulf & Biggest Market Share

Our excellent relationship with the suppliers and our high market share have established a trust toward NUMED. Our main suppliers chose us in many instances as exclusive distributors in the GULF and MENA regions. Also, we were the Worldwide Top 1 reseller of the Nutrismart Food Intolerance Test By DST German Company in 2019.

## Positioning & Competitive Advantage

High-End Products from  
All Price Ranges

Perceived By the  
Consumer as Both a  
Luxury & Affordable Brand

Market Share Ranges from  
60-100% for NUMED  
Different Products Categories

Established as a Reference  
Company with an Excellent  
Image

## Why NUMED Franchise

Purchasing a NUMED Franchise and opening a NUMED Store will ensure a very competitive, unique, and highly active business model that is prone to continuous development. Acquiring a NUMED store is also one of the most affordable, yet highly profitable investments.

## Benefits of NUMED Franchise



Continuous  
Innovation



Excellent  
Relationships



Openness to  
Information



Success



Unicity



Complete  
Solution



Customer  
Service  
Expertise



Exclusivity

## What We Provide



Branding  
and Interior



Assistance



Ongoing  
Training



Documents



Operation  
Support



Regular  
Update

# At What Cost

## Estimated Initial Investment

Buying a NUMED Franchise is an affordable investment and costs and fees yield a high return on capital. Below are guiding figures.

<b>Fees paid to NFU</b> Initial fee - serves for 5 years and is renewable (variable based on Territory and population) <b>\$50,000</b>	<b>Fees paid to NUMED or affiliate</b> <b>\$20,000-120,000</b>	<b>Fees paid to other parties</b> Vendors, Landlord, Governmental Institutions, etc. <b>\$30,000-130,000</b>
<b>Total: \$100,000-300,000</b> This might vary depending on multiple factors		

## Other Fees

You will have other fees and amounts to be paid to. The below, among others, will incur on your NUMED Store. These fees will be dependent on many factors such as the Territory you will be operating in and the business entity you will be opening (area, number of employees, etc.)

<b>Royalty Fee</b> Paid monthly through electronic fund transfer <b>4% of Gross Revenues</b>	<b>Brand Fund Contribution</b> Paid monthly through electronic fund transfer <b>2% of Gross Revenues</b>	<b>Other Fees</b> Other fees may apply. Refer to our Disclosure Document for further details <b>Specified based on each case</b>
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## How Much You Make

NUMED Store owners can control valuable aspects of their business by choosing the best location, expanding as much as possible the availability of NUMED Products' portfolio, conducting smart and oriented marketing and providing outstanding service and controlling costs.

An exact revenue and profit cannot be provided as this will vary with the above factors and many others.

Below is a Simulation over 5 years' projection for a typical NUMED Store in an active Territory of 2 million habitants, having almost the full NUMED Product range. This will vary with different factors (NUMED Store team performance, demographics, competition, GDP, etc.)

### Scenario 1 | Income Statement - Low

INCOME STATEMENT - SUMMARY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YTD
NET SALES	\$ 200,000	\$ 350,000	\$ 500,000	\$ 750,000	\$ 950,000	\$ 2,750,000
GROSS PROFIT	\$ 110,000	\$ 192,500	\$ 275,000	\$ 412,500	\$ 522,500	\$ 1,512,500
TOTAL EXPENSES	\$ 105,809	\$ 135,853	\$ 173,740	\$ 226,165	\$ 270,180	\$ 911,746
NET INCOME	\$ 4,192	\$ 56,648	\$ 101,260	\$ 186,335	\$ 252,320	\$ 600,754

### Scenario 2 | Income Statement - Fair

INCOME STATEMENT - SUMMARY	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YTD
NET SALES	\$ 360,000	\$ 630,000	\$ 900,000	\$ 1,350,000	\$ 1,710,000	\$ 4,950,000
GROSS PROFIT	\$ 198,000	\$ 346,500	\$ 495,000	\$ 742,500	\$ 940,500	\$ 2,722,500
TOTAL EXPENSES	\$ 140,191	\$ 198,179	\$ 259,073	\$ 348,250	\$ 420,796	\$ 1,366,488
NET INCOME	\$ 57,810	\$ 148,321	\$ 235,928	\$ 394,250	\$ 519,705	\$ 1,356,013

# How to Proceed

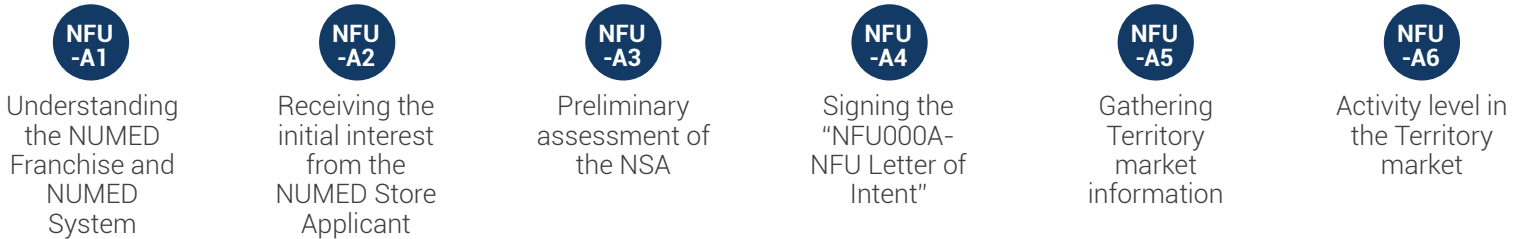
## Ideal Franchisee

A NUMED Franchisee candidate could be any individual or entity. If you are already operating a company or make part of a company, you are already a step closer to building a NUMED Store. If you are an individual willing to have a unique business model, NUMED Franchise will be an appealing opportunity: you will of course need to establish a company to be able to operate a NUMED Store. Whether an individual or a company, you will need to have a minimal investment to start and support the NUMED Store activities.

## Building a NUMED Store

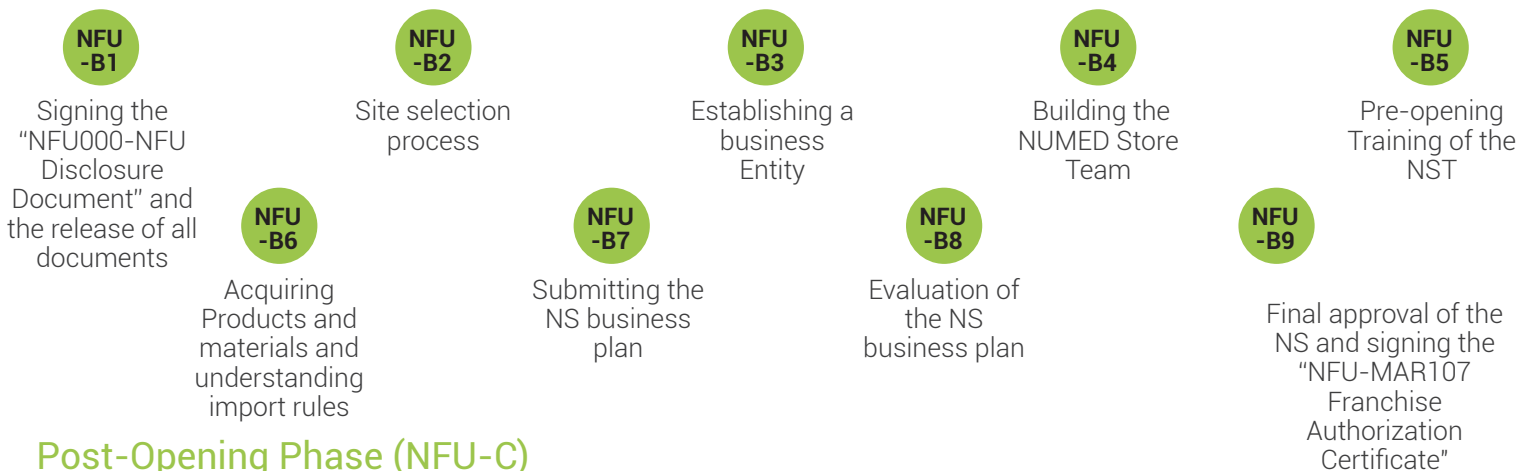
### Preparatory Phase (NFU-A)

During this phase the NUMED Applicant will understand the NUMED System and concept and receive selected documents and information needed for a proper decision. This will lead to signing "NFU000A-NFU Letter of Intent".



### Pre-Opening Phase (NFU-B)

During this phase, the NFU and the Franchisee will sign the NFU000-NFU Disclosure Document, and the NFU will release all documents and prepare the ground work, and perform the training of the NUMED Store staff to become an operating NUMED Franchisee.



### Post-Opening Phase (NFU-C)

The NUMED Store team becomes operational and starts the marketing and adapting Products to the Territory.



### Ongoing Training & Support (NFU-D)

The NFU team will offer continuous support in marketing, training, improvement and providing new updated strategies.

