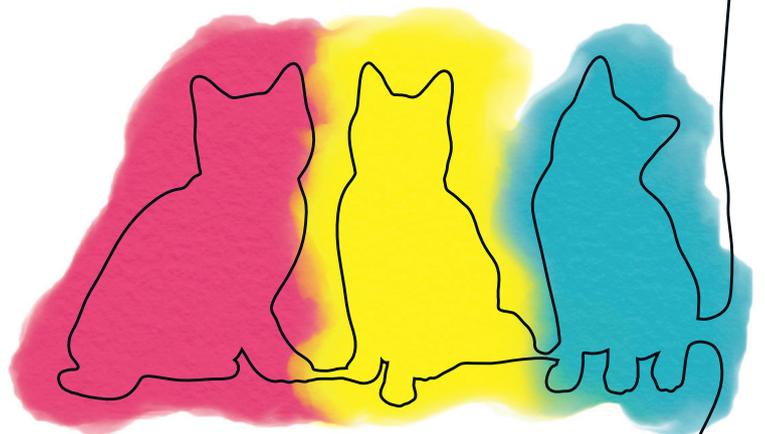


Miez & Maus

Agentur für Katzensitting



The Mieze & Maunz Franchise System.

The path to a successful partnership.

We are pleased that you like the idea of becoming part of our franchise family. Maybe this idea will turn into a plan, and the plan into a new future. For a first overview, we have put together some information for you. So that you know what you can expect from us - and what we, in turn, expect from you.

Who we are. And a few words on Agnes Hanning.

We are Mieze & Maunz. An agency for catsitting, if not "THE" Agency for catsitting. Based in Munich, run by Agnes Hanning.

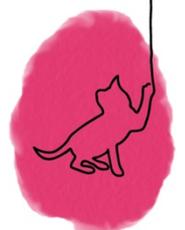
Agnes Hanning, 48, is married and four cats are counted as her family too: Pünktchen, Anton, Marley and Wichtel. As a flight attendant for Lufthansa, she travelled a lot for work and often needed the support of cat sitters to look after her four pets while she was away. After some unpleasant experiences, she started looking for a professional and reliable service provider for cat care - and the idea matured in her to be this service provider herself. Decades of experience with cats, studies in animal psychology at the Academy for Animal Naturopathy, naturally with a focus on cats, as well as a strong pioneering spirit, entrepreneurial thinking and a coherent concept finally led to the founding of Mieze & Maunz – Agentur für Katzensitting in 2017.

Today, the Munich headquarters employs around 30 cat sitters, as well as an office assistant, two marketing and social media employees and an IT manager for the Mieze & Maunz software.

Our concept is your concept.

Mieze & Maunz looks after cats where they feel most comfortable: in their home. We focus on high quality standards and offer our customers reliable, loving and qualified care for their cats. In doing so, we focus on both the wishes of the customer and the individual needs of their animals. That is why we set very high standards for ourselves and our staff. Impeccable manners, reliability and dependability are non-negotiable basic requirements. In addition, we expect extensive knowledge about cats and deepen this with self-developed training courses, also with the support of a veterinarian.

The concept has proven itself successful. Therefore, it is our vision to expand our service nationwide in Germany and in the future also across national borders.



Our strategy is as simple as it is challenging: Wherever Miez & Maunz is written, Miez & Maunz must be the core. This means that every Miez & Maunz team must be better staffed, better qualified, better structured and better organized than possible local competitors. Because only the best possible service guarantees the economic success of our franchise partnership in the long run.

Your success is our success. What we offer you:

We want you to be successful. To achieve this, we support you to the best of our ability. And not just with good advice, but with comprehensive services and an extensive catalogue of tools.

1. Miez & Maunz support concept

Our concept has proven successful over many years and is designed for the long term. It is worked out down to the last detail, but still leaves our franchisees sufficient entrepreneurial leeway.

2. Database software MiMa

Our database was specially designed for Miez & Maunz and is tailored to the everyday needs of the agency. Since MiMa supports you in almost all essential business processes, we can only recommend the use of the database to you. Every day you can use it to enter master data of clients and sitters, manage order data and be supported by automatically generated emails. For a monthly hosting and support fee, we are happy to make MiMa available to you.

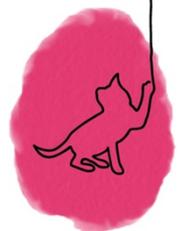
3. Templates

We offer our franchisees carefully worked-out, functional templates for all relevant processes. These are in particular:

- ✓ Guides that provide orientation for important processes in everyday agency life,
- ✓ Checklists that support you and your sitters in working and communicating in a structured manner,
- ✓ Form templates that are indispensable in the everyday life of a cat-sitting agency.

4. Advertising / PR materials and measures.

The head office offers you a comprehensive package of professionally developed advertising materials. The development of texts and layouts etc. remains free of charge for you, you only pay for the printing at your premises. We will gladly support you in this or handle the printing for you here in Munich. In addition, you will benefit indirectly from targeted PR measures with which we increase the awareness of the Miez & Maunz brand nationwide. We will be happy to provide you with advice and support for local and regional measures.



5. Homepage

The joint use of our professionally implemented homepage is also free of charge for you. As a franchisee, you will be clearly visible at your location for every visitor to the homepage.

6. Social Media

We offer you the joint use of our established accounts on Facebook and Instagram. This way we can build up an even larger follower base together and create synergies that benefit the brand as much as you as a franchisee.

7. Training

The head office offers you comprehensive and qualified training, which will provide you with all the essential information and documentation you need to operate successfully as a provider of the service Mieze & Maunz - Agentur für Katzensitting at your location.

8. Continuity

We keep our franchisees continuously informed on the various agency-related matters. A challenge in caring for a cat, a question about the MiMa database - we will be there for you.

As you can see: We do everything for the best possible framework conditions so that you can be successful at your location. As a franchisee, you benefit from a mature business and support concept as well as professionally prepared materials and customized software, the development of which is worth a high 5-digit sum in total. However, we also want to emphasize that this concession is not a one-way street, but that we also have very clear expectations of you.

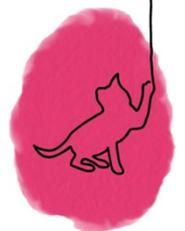
Your success is our success. What we expect from you

1. Licence Fee

You join us with a licence fee of €1,500 (plus VAT). It is important to us that your commitment to your location pays off quickly for you. That is why we deliberately keep our entry fee low. At the same time, however, this sum is high enough to confirm your serious commitment.

2. Royalty

A monthly royalty fee to the head office of 10% plus VAT of your net turnover is reasonable and affordable. You profit from a proven, successful and profitable business idea. The entrepreneurial and economic success that you can achieve through our support concept will convince you.



3. Your Profile

You love cats and have experience in dealing with them. Due to your positive charisma, you are friendly and open towards other people. You have an empathetic interest in the wishes of our clients and the needs of their cats. Furthermore, you are willing to take time for the needs of your sitters, to encourage them as much as to challenge them.

4. Your Premises

We would recommend that you operate the agency in your private rooms initially, as far as this is compatible with your living situation.

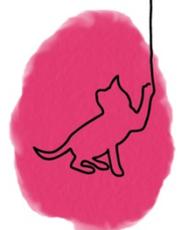
There are two good reasons for this: Firstly, renting separate office space is neither economical nor necessary, especially at the beginning. Secondly, processes such as handing over keys, job interviews or contractual matters are daily practice as the volume of business increases and can hardly be reconciled with fixed office hours. For example, many clients only have time to drop off a key in the evening. You should therefore feel comfortable receiving visitors at your private premises, even in the evening. Ideally, your premises should be as centrally located as possible so that you are easy to reach for clients, employees and applicants.

5. Accessibility

One customer places an order, another has a question about an invoice. A sitter has an urgent message or calls in during an assignment with a medical emergency of a cat in care. All this is part and parcel of the daily routine of an agency. Therefore, good accessibility is an indispensable prerequisite. Whether by phone, e-mail or messenger service. (Regardless of our personal preferences, we use WhatsApp here, the most widespread service, which is also generally used and expected by all clients).

6. Ongoing training

Our ambition is to be the agency whose sitters have the highest level of qualification, thus offering clients a very immediate added value and the security they need to be able to fully trust us. It is us who look after their pets, it is us who they allow into their private premises. In addition to our reliability, it is our expertise that convinces our customers of us. Therefore, regular and intensive training seminars are an integral part of our concept. Agnes Hanning is personally responsible for these.



7. Hard- und Software

You have the necessary office equipment to run a cat-sitting agency professionally. In particular, our work requires a computer with an external server (as storage capacity for the database) and with the Microsoft Office package (including Outlook and Access), a printer, scanner and a smartphone with WhatsApp account. You have solid user skills in handling these devices and, after extensive instruction, you also have the confidence to work with our database software MiMa, if you wish to use it on a voluntary basis.

8. Health Insurance

It is essential that you consult your health insurance company in advance, in order to clarify whether your self-employment status will result in changes in the modalities and the contribution rate of your health insurance.

9. Motivation

You are committed and you want to accompany Mieze & Maunz on their successful path. In order to contribute, you like to learn new things - be that in entrepreneurial matters or in matters of cat psychology. You are able to inspire new clients and sitters with our concept and play to your strengths: Empathy, strong communication skills and entrepreneurial thinking.

The path to our joint success.

The step into a franchise partnership needs to be carefully considered. We will support you in your decision. Consider the advantages of our offer and weigh up what you are willing to invest - financially and also personally, because such a step will change your life and it can only be done wholeheartedly or not at all.

If you think you'll fit in and you like our concept, then we look forward to meeting you in person to get to know each other better. You will receive a lot of important information and many tips, we will answer all your questions and give you a good portion of motivation. If we then come to an agreement, we will warmly welcome you to our Mieze & Maunz family!

Yours



Agnes Hanning

