

HAPPY'S PIZZA[®] since 1994

SPECIALIZING IN PROVIDING QUALITY FOOD AT AFFORDABLE PRICES

On a busy corner in Detroit, the first Happy's Pizza opened its doors. Not only was the pizza popular, our barbecued ribs, fried chicken and seafood were a huge hit. To keep up with demand, new locations opened every few miles until we were a household name in Michigan.

BUT WE DIDN'T STOP THERE • HAPPY'S PIZZA IS NOW EXPANDING ALL OVER THE COUNTRY

HAPPY'S ADVANTAGE

NO % BASED ROYALTIES - FLAT \$1,500 FEE PER MONTH

3RD PARTY FINANCING AVAILABLE

MULTI-STORE AGREEMENTS

ONGOING SUPPORT

Franchise opportunities are still available in top markets. If you are interested, please fill out our online application and we'll get back to you about our exciting opportunities.**

** This information is not an offer to sell a franchise. We will not offer you a franchise until we have complied with applicable disclosure and registration requirements in your jurisdiction and have provided you with our Franchise Disclosure Document (FDD).

**OPEN
LATE
DELIVERY
&
CATERING
AVAILABLE**



FOR FRANCHISING INFORMATION

E-mail franchising@happyspizza.com or visit

www.HAPPYSPIZZA.COM

HAPPY'S PIZZA[®]

RIBS • CHICKEN • SEAFOOD

30201 ORCHARD LAKE RD. • SUITE 200 • FARMINGTON HILLS, MI 48334



OWN A HAPPY'S..BE HAPPY!

HAPPY'S PIZZA[®] 2019

RIBS • CHICKEN • SEAFOOD
DELIVERING MORE THAN JUST GREAT PIZZA[™]



— WHY CHOOSE HAPPY'S —

The food is amazing and the prices are unbeatable! Our pizza is second to none, but our incredibly diverse menu featuring smoked ribs, barbecued chicken and seafood sets us apart. There's something for kids, mom, dad, grandma and grandpa too. Our chain-wide buying power enables us to feed the whole family, using the finest quality ingredients, for fifteen to twenty dollars. Our concept is fresh, our band is hot and the ROI is super fast.

**OPEN
LATE
DELIVERY
&
CATERING
AVAILABLE**

When people think delivery, the choice is basically pizza, pizza or pizza. In addition to carry-out and casual dine-in, Happy's Pizza delivers everything on the menu. Where else can you pick up the phone and get a Bacon Pizza and a Bacon Cheeseburger delivered to your door? How about Jumbo Shrimp, Barbecued Chicken and a Fish N' Chips dropped off? Who even delivers French Fries or Banana Pudding? We do! Like our slogan says; **Delivering more than just great pizza**. We also stay fresh with original signature menu items like **Happy's Famous Q Rib Tips**, slowly smoked and grilled to perfection.

In 2012, Restaurant Business Magazine has ranked Happy's Pizza number 10 in their Future 50 fastest growing restaurant chains. We've got Happy's Pizza cooking in Michigan, Ohio, Nevada and California. While our goal is to expand across the country, we are careful to maintain the quality and consistency of our product.

We never forget that we are in the Quick Service industry. Even though our menu is extensive, every item is prepared within 10-15 minutes. Speed makes our customers happy which makes for a quick return on this investment.



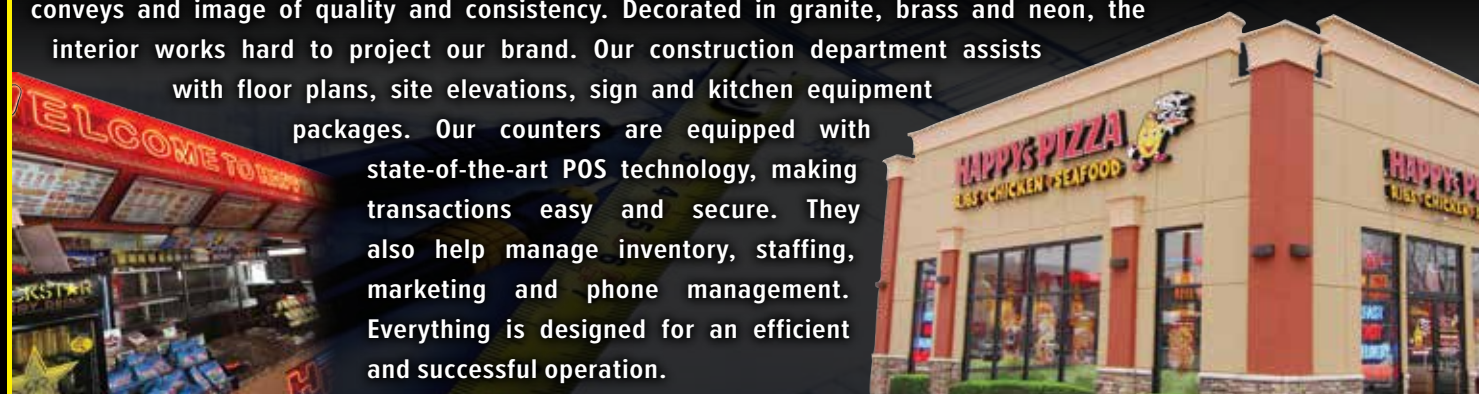
UNIVERSITY OF HAPPY'S PIZZA

While the store undergoes Happy's classic build out, operators gain admission to The University of Happy's Pizza. After one week of training in our corporate offices in Farmington Hills, MI, and 14 days of in-store management and training at an open location (more training may be needed), graduates are completely groomed for success. Once a store is open, our support staff helps you with marketing, inventory control, staffing, prep and food updates. Our quarterly meetings and management workbooks make for smooth operations and a happy future.



-HAPPY'S BUILDING

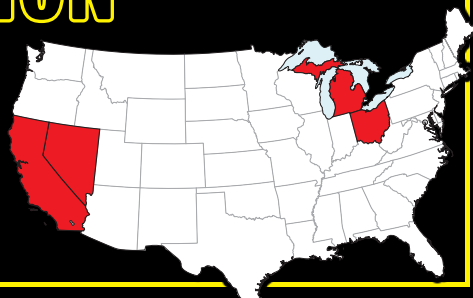
Our classic Happy's Pizza restaurant design has become an icon throughout the Midwest. Happy's prototypical exterior conveys an image of quality and consistency. Decorated in granite, brass and neon, the interior works hard to project our brand. Our construction department assists with floor plans, site elevations, sign and kitchen equipment packages. Our counters are equipped with state-of-the-art POS technology, making transactions easy and secure. They also help manage inventory, staffing, marketing and phone management. Everything is designed for an efficient and successful operation.



LOCATION, LOCATION, LOCATION

When we're not smoking ribs, we're smoking out new locations. Our size and reputation gives new owners instant leverage in real estate negotiations and financing. Our team of savvy store scouts analyzes all the elements for success such as population density, traffic flow and demographics.

MICHIGAN • OHIO • CALIFORNIA • NEVADA



- PIZZA INDUSTRY GROWTH

Quick Serve Restaurant franchising is a \$240 billion a year industry and pizza accounts for almost \$50 billion of all Quick Service restaurant sales. Add to that, ribs, chicken and seafood and we've got something for everyone in the family any day of the week.



PIZZA

PIZZA

PIZZA

PIZZA

[illegible]

1981

2001

TODAY

