



IDAHO FALLS, ID • 2018



PITTSBURGH, PA • 2018



PHOENIX, AZ • 2005



PHOENIX, AZ • 1990



CELEBRATING
OVER 50 YEARS!

PRINT

MARKETING
and DESIGN

SIGNS

TECHNOLOGY
SOLUTIONS

GET NOTICED. **GET BUSINESS.**

alphagraphics®
Printshops Of The Future

alphagraphics®
DESIGN, COPY, PRINT, MIRACLES™

alphagraphics®

DESIGN ■ COPY ■ PRINT
alphagraphics®
Printshops Of The Future

alphagraphics®
SuperCenter

alphagraphics®
DESIGN ■ COPY ■ PRINT

alphagraphics®
Printshops Of The Future

alphagraphics®
DESIGN ■ COPY ■ PRINT ■ COMMUNICATE

alphagraphics®

alphagraphics®
increase your reach

alphagraphics®
GET NOTICED. GET BUSINESS.



AlphaGraphics History

We have a long history of success.

After successfully building the company's operating systems into a successful and profitable business model, AlphaGraphics began franchising in 1979. In 1984, the company became the first desktop publishing retailer. By the late 80s, AlphaGraphics was aggressively pursuing the global marketplace, becoming the first U.S. printing franchise to expand internationally.

In 2018, the company moved its headquarters to Lakewood, CO. Today, there are nearly 300 AlphaGraphics franchises located in the United States, Brazil, China, Cyprus, Hong Kong, Mexico, Saudi Arabia and the United Kingdom.

In 2017, AlphaGraphics became part of the global family of MBE Worldwide. Combined, we have nearly 2,600 locations in 44 countries.

OUR MISSION IS
TO GO BEYOND USEFUL,
TO INDISPENSABLE.

The Original AlphaGraphics

The first AlphaGraphics location opened in Tucson, Arizona, in 1970. AlphaGraphics was founded by entrepreneur Rodger Ford in Tucson, Arizona, in 1969, and began franchising in 1979. In 1985, the company became the first desktop publishing retailer. By the late 1980s, AlphaGraphics became the first U.S.-based printing franchise to expand internationally.





AlphaGraphics Newest Franchise Center Concept

The AlphaGraphics Franchise Opportunity continues to be a leading program for entrepreneurs interested in the print & marketing space. Through nearly five decades of franchising and building the strongest Network of Business Centers in America, we have learned what it really takes to get started with AlphaGraphics.

In today's digital/web-based environment we utilize the latest in technologies in marketing to drive leads to you and your customer's business. You do not need to lease a huge space, purchase and maintain lots of equipment, or even have multiple employees to handle daily operations. In fact, this pathway mindset is one that directly refutes these assumptions.

The latest new center offering represents the lowest possible investment with the highest possible return – a winning combination for new Business Center Owners.





Inside Your AlphaGraphics Center

At AlphaGraphics, we understand that business ownership is not one-size-fits-all. The latest new center offering was designed to reflect the flexibility our Business Centers are able to take advantage of based on their goals and objectives, allowing AlphaGraphics Owners full control over their growth and profitability.

All of our tiered programs cover all the bases needed to be successful:

- Equipment Recommendations
- Software and Hardware
- Workflow Automation/Order Integration
- Marketing & Lead Generation Systems
- Production Management Software
- Business/IT/Communications Systems
- Customer Relationship Management Systems
- Volume Discounted Pricing with National Vendors
- Exterior and Interior Decor Packages
- Sales Training and Support

We have covered everything...all we need is you!

In the Center of your Community Serving the Greater Good

Investing in your community is a great way to give back to those who have helped support your business. Volunteer groups and non-profit organizations do so much to help the communities that all of us are a part of, but they can't do it alone.

Many people really enjoy the intangible benefit of giving. Giving back to the community gives you a pleasant feeling of connectedness and the satisfaction of at least trying to make the world a better place.

By owning an AlphaGraphics Franchise, you are provided a unique opportunity to embed yourself in the community and give back every day.

downtown
shop local
small
neighborhood
retail
main street
patronize
support
local economy
cooperative
friendly
service
mom and pop
buy local
business
partnership
brick and mortar
shops
community
merchants



AlphaGraphics DNA

BRAND OVERVIEW

AlphaGraphics has been in business since 1970, is a leading franchise brand, and a leader in providing marketing solutions to small- and medium-size businesses in the local community. Our goal is to be the “one-stop” solution for our clients – providing conceptual ideas and campaigns to help our clients grow their business using a wide variety of technology, print, and marketing media while generating multiple revenue streams for the owner.

OVERVIEW OF SERVICES

Today’s business communication needs go beyond the traditional. That’s why our offerings combine print, marketing, design, signs and the latest technology. That’s how we create value.

PRINT It wouldn’t be an understatement to say that we can print anything. From the simple to the complex, we get it done. Minimal quantities to large runs, black and white to color, and offset to digital — there’s no limit to the value our printing solutions can bring to your business.

MARKETING & DESIGN We’re not printers who do marketing and design. We’re marketers and designers who do printing incredibly well. We understand the value of delivering the right message to the right people with the right medium. From strategy and concept, to design and implementation, our marketing expertise is your asset.

SIGNS No matter the shape, size or application, we specialize in signage and large-format printing that will get you noticed. We’re experts at banners, posters, window, wall and vehicle graphics, trade show displays and more. When something needs to get noticed, we have the solution.

TECHNOLOGY SOLUTIONS Our Web-to-Print and multi-channel marketing solutions solve the day-to-day print and marketing challenges that face every company.

NO PRINT BACKGROUND NEEDED

Our franchisees come from all types of business backgrounds. Many never set foot in this industry before becoming an Owner. We walk you through every step of the process. From marketing and sales to equipment operation, we have your back and always will.

WHY IS ALPHAGRAPHS A CUT ABOVE?

LOCALLY OWNED | Every AlphaGraphics is locally owned. That means a local partner who knows exactly how it feels to invest everything in a business. Whatever you need, whenever you need it, we're on it.

IN YOUR CORNER | We take pride in establishing and nurturing relationships with our clients. We are creative, collaborative, and focused on customer service.

WE'RE INNOVATIVE | Keeping up with the latest technology allows us to maintain our high standards of excellence and deliver cost-effective products and services. State-of-the-art is our status quo.



MISSION

VALUES

VISION

Mission Statement

On the one hand, you need printed communications — something to get noticed — and you always will. On the other hand, you need more. You need the latest marketing techniques and tactics.

At AlphaGraphics, we've been more than "a printer" from day one. We help people and businesses sort out problems, avoid mistakes, and get the best results from our print and marketing solutions. Just ask our customers — they'll tell you — we've always put thinking above simply doing.

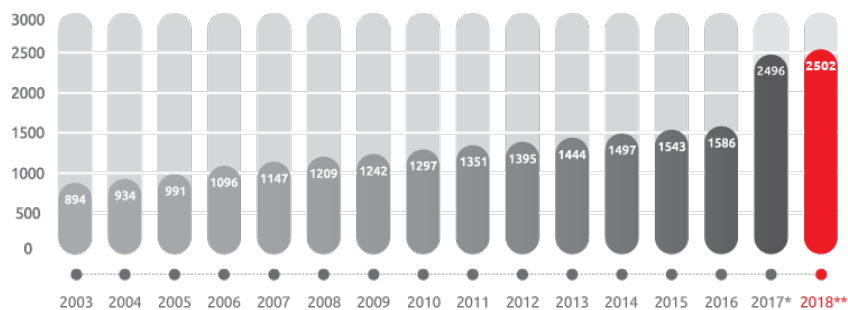
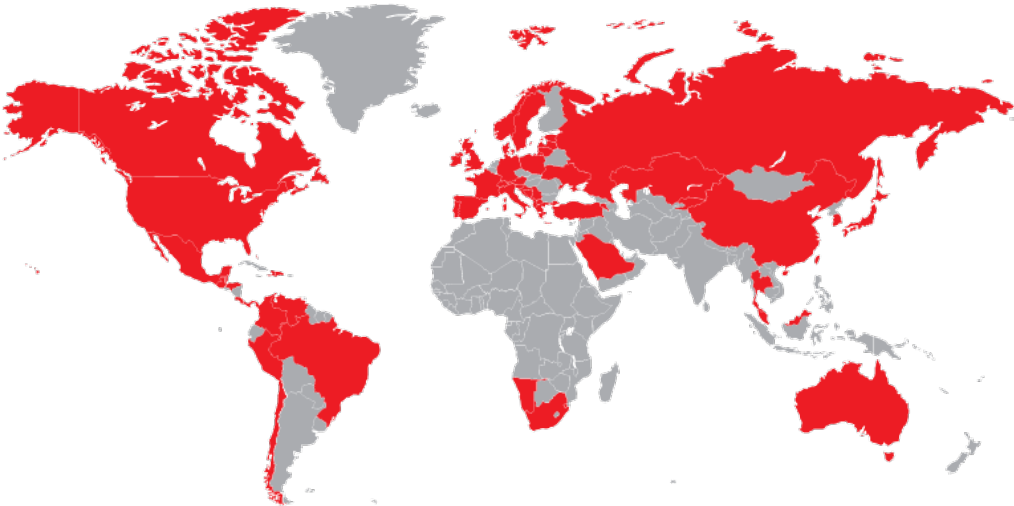
WE GET YOU **NOTICED**
AND GET YOU **BUSINESS.**

MBE WORLDWIDE GROUP BY THE NUMBERS

Nearly **2,600**
Service Centers Worldwide

44
Countries Worldwide

Over \$1 Billion
System-wide Sales



Our Ownership

Mail Boxes Etc. (“MBE”) was founded in San Diego, California (U.S.A.) in 1980. It has evolved over time into one of the world’s largest international networks of franchised entrepreneurs operating retail-based shipping, logistics, printing, marketing and communications solutions to business and private customers.

In 2001 UPS Inc. bought Mail Boxes Etc., and in 2003 commenced rebranding in both the USA and Canada the MBE network of retail Centers into “The UPS Store”.

In 2009 MBE Worldwide S.p.A., a family-owned Italian holding company based in Milan – Italy, which started business in 1993 as the Mail Boxes Etc. Master Licensee for Italy and then subsequently Spain and Germany, acquired the worldwide network of MBE Service Centers (except Centers in North America).

In 2017 MBE Worldwide acquired two US-based companies, PostNet International Franchise and AlphaGraphics, to expand its network of service Centers in the USA, Canada, South Africa and additional countries.

* MBE Worldwide acquired PostNet and AlphaGraphics in April and October 2017, respectively

** All figures as of 01 September 2019

Franchising Philosophy and Opportunity

WHY ALPHAGRAPHICS

- Business to Business
- Community Impacting
- Professional Environment
- Normal Business Hours
- Scalable
- Existing Business Opportunities
- Over 50 Years of Brand History
- Not Susceptible to Seasonality
- Repeat Customers

DON'T TAKE OUR WORD FOR IT

Our network of nearly 300 like-minded business owners (including nearly 100 conversion and acquire & convert locations) is actively engaged in the sharing of resources. With the support of AlphaGraphics expert corporate staff and each other, franchisees across the AlphaGraphics network saw strong growth last year, with average gross sales per location of more than \$989,000! And that's working decent hours in a business-to-business consultant's role, with virtually unlimited potential — an entrepreneurial opportunity in a proven model that's exceptionally well positioned for the future.



The Pathway To Ownership

The AlphaGraphics Discovery Process provides an opportunity for you to learn all of the details of the AlphaGraphics Business Model. Our goal is to place you in a position to make the best decision for you and your family; and for AlphaGraphics to evaluate your potential as a franchisee. It is important to us that the “fit” is right.

While typically the Discovery Process takes 30 to 60 days, we work on your timeline. You’ll not only be provided thorough information and have a dedicated Development Director at your side, but you’ll also be in direct contact with franchisees, meet our executive leadership team, tour centers, and get to see the support team first hand.

Our mission is to match the goals of qualified individuals with the AlphaGraphics Business Opportunity using a teaching based Discovery Process.

Conversion Process

There are different reasons why successful independent business owners look to convert their business to the AlphaGraphics brand (Conversion), or partner with us to help them find a buyer for their business (Acquire and Convert). Cutting edge sales and marketing programs to increase sales; state of the art technology platform to improve efficiencies, lower costs, provide additional revenue streams, national buying power with major suppliers, on-line learning and development for owners and their staff; near term exit strategy opportunities designed to maximize the value of the business for the original founder.

Together, we'll invest the necessary time to understand what is most important to you and your family and then see if AlphaGraphics is the right opportunity to meet those needs. Whether it's increasing your top line sales, improving center profits, maximizing production and center efficiencies, or exit strategy, we look forward to continued discussions.

Are you ready to officially enter consideration to be an AlphaGraphics Franchisee? The "Confidential Application" is an on-line application that you'll review with your Development Director. There is no obligation once completed, it's simply a collection of personal information to ensure you meet the needs to become a franchise owner. This step does tell us that you are serious about becoming an AlphaGraphics owner.

Note that AlphaGraphics candidates must meet certain financial requirements. A net worth of \$400,000, liquidity of \$150,000, and a minimum credit score of 700 are typical benchmarks.





The AlphaGraphics brand has proven to be extremely powerful. The brand, marketing that has come out of corporate, and the network - have all helped us continue to grow strong sales in the past five years.

Phil Davis
Lehi, UT



Everything lined up with what we were trying to execute on our own but we knew we could do it better as part of AlphaGraphics than as an independent. AlphaGraphics is trying to grow the business and also help franchisees grow and become more profitable.

Eric Schwarz
Shirley, MA



There is great support having a franchisor because there are things we couldn't do as a single, small business that gives us the benefit of being part of a larger group.

Greg McDonough
Salt Lake City, UT



If you're focused on moving your business forward in a rapidly changing competitive environment, AlphaGraphics is a great way to strengthen your skills to help profitably grow your business in an environment that values creativity, growth, and professional development.

During the Discovery process, you'll meet AlphaGraphics team members who will share the real challenges, real lessons, and real successes of franchise ownership. We'll make sure you're equipped to make an informed choice about whether to partner with AlphaGraphics to take your business to the next level..

Ready to see the AlphaGraphic difference for yourself?

www.alphagraphicsfranchise.com

216-408-8980

brad.swimmer@alphagraphics.com

alphagraphics®

**GET NOTICED.
GET BUSINESS.**