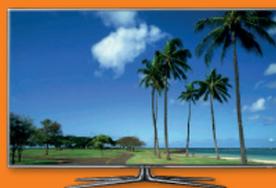




USED PRODUCTS

FRANCHISE BROCHURE



USED PRODUCTS

buy - sell - buy back - drop-off

Used Products is more than just a store for second-hand products.

The successful franchise organization was founded in 1997 and is present in almost all product groups of the market for second-hand and new products. Used Products shops buy and sell: smartphones, audio, games, game consoles, tools, watches, televisions, musical instruments, household products, bicycles, scooters, cameras, laptops, tablets, gold and much more. In addition, we offer our customers a unique service allowing them to buy back their durably used products. Someone who is in temporary need of cash, sells his or her product with the possibility of buying this product back.

In the Netherlands, we have been growing consistently for several years, but Used Products is also making headway abroad. In Belgium, Germany and Romania we have successfully opened our first shops and we are looking for candidates in other countries who wish to operate the Master license for that country or who wish to open a store.



Used Products formula

- Separate buying area, where products are purchased and paid immediately in cash
- Unique shops that sell both new and verified sustainable second-hand products with warranty
- Second-hand products are given new economic use in appealing and organized stores
- Buy, Sale, Drop-off and Buy-back with professional advice by a well-trained and customer-oriented staff
- Has a unique service: "the buy-back option"
- A customized online POS system linked to our webshop
- Per country, additional activities can be assessed focused on the local market
- Contributes to a sustainable world
- Ideal combination between a physical and online store

The advantages

Used Products has been a proven and successful concept since 1997. This means that the entrepreneurial risk is small, giving the franchisee an immediate head start.

- **You are given access to a unique formula in a private and shielded region**
- **You benefit from the know-how of the formula and of our experience within the industry**
- **Support, assistance and advice for business location and premises**
- **Support in drawing up the business plan**
- **Private advertising agency with experience in the industry**
- **Use of all the options of the UP POS system**
- **Extensive instruction manual with all actions within the franchise formula**
- **Intensive training for you and your staff**
- **Extensive launch package with basic products for your launch**
- **24/7 Helpdesk with knowhow, support, product information etc.**
- **Your own website, webshop and online portal with a local domain name**

“We are a fast growing franchise”



Our **BUYING** activities

Our stores have a separate purchasing area where products are offered for sale. We assess the products and test the appliances where possible. Subsequently, we pay cash immediately.

The products offered have to be clean and properly working, the selling party must be 18 years or older and must be able to provide an ID. Used Products buys various products. A selection of the products we buy: smartphones, audio, games, game consoles, tools, golden jewellery, watches, computers, televisions, music instruments, household products, bicycles, scooters, cameras, laptops, tablets, gold and much more.

Since we clearly want to distinguish ourselves in the current market for used products from – for instance – the thrift stores, you will not find the following products in our product range: furniture, household appliances, clothing and books.

“All current Used Products shops are profitable”



Our **DROP-OFF** activities

Within our formula, we also offer the Drop-off service. We sell products of customers on consignment. Our employees issue a professional advice regarding the retail price of the product, and as soon as the product is sold, the customer gets the money. This is the perfect solution for customers who are not in a hurry and who do not need cash immediately. The advantage is that the customer only has to be paid when the product has been sold.

Our **BUY-BACK** activities

Our branches also offer the buy-back services. This means that the customer is given instant cash for his or her product(s), with the option of buying the product(s) back.

Should the products not be collected before the agreed deadline, the products will be offered for sale in the store. This service solidifies income and store stock, plus it ensures a large regular customer base.



***“A good turnover and gross margin
provide an excellent operating result”***

Our **SALES** activities

A Used Products store is a beautiful, spacious and organized store. With this, we distinguish ourselves from the average store for second-hand products. The recognizable and fresh corporate identity contributes to the good image.

The products offered for sale in the store are very diverse and the store stock changes daily. You will be trained in our own training facility, allowing you to achieve the maximum return on the sales floor at all times (see training).

More and more Used Product stores also offer new products. In addition to the sales in the store, the internet has caused an increasing portion of the turnover to be made online. The Used Products webshop plays an important role in this. An automatic link with our online registration system, makes sure that products are immediately placed in our webshop after being purchased. It is clear that customers like to acquire information on the internet first, before viewing the product in our stores and proceeding to buy it.



Training

Before you get to work as entrepreneur of a Used Product branch, you will attend an extensive training process. You will learn to assess the value of products and gold, to determine the sales price, the process of purchasing (for instance by means of role-play), how to provide optimal presentation etc.

The training will take place in our own training area at our headquarters in Zaandam, the Netherlands. In addition, you will start a (brief) internship at an existing branch. In summary; you will learn the tricks of the trade, allowing you to start your own store with the utmost confidence.

Of course, we will also assist you on the floor after your store has launched. In addition, we offer the possibility to have your staff trained.



“It’s the details that make the difference”



Online UP POS system

Our UP POS system is an online software system, custom built for Used Products. This means that the system is extremely user friendly. All necessary information to optimize the operating income can be retrieved from our system. In addition to your turnover and margin, it also shows you the results (if desired per product group), statistics (per business activity) and it is linked to the website/shop. Everything is automated, meaning that you are fully informed about your own company in order to achieve the maximum result.

The screenshots display the UP POS system interface. The top-left screenshot shows a 'STATISTIEKEN' (Statistics) page with a line graph for 'RESULTATEN VAN 1 FEBRUARI 2015 TOT 13 FEBRUARI 2015'. The top-right screenshot shows a 'RESULTATEN' (Results) page with a date range from 10-00-2019 to 19-00-2020 and a 'Zoeken' (Search) button. The bottom-left screenshot shows a 'WELKOM UP-SU AMSTERDANSU' (Welcome to UP-SU Amsterdam) page with 'PRODUCT ZOEKEN' (Product Search) and 'KLANT ZOEKEN' (Customer Search) sections. The bottom-right screenshot shows a detailed financial summary with 'Inkomsten' (Income) and 'Uitgaven' (Expenses) tables.

Verloop	€ 1.579.610,70
- Voorraadwaarde	€ 1.089.391,56
- Verzendkosten	€ 6.371,92
Verloop (BTW)	€ 18.457,31
Teruggekocht oud	€ 0,00
Teruggekocht	€ 848.194,40
Inkomsten	€ 0,00
teruggekocht oud	
Rente terugkoop	€ 59.554,07
Totaal	€ 2.505.817,07

Inkoop	€ 940.799,00
Inkoop (BTW)	€ 11.684,58
Terugkoop oud	€ 0,00
Terugkoop	€ 975.921,90
Gecrediteerd	€ 152.710,94
- Voorraadwaarde	€ 100.360,22
Vast lasten	€ 0,00
Totaal	€ 2.089.116,42
Totaal inkomsten (per saldo)	€ 416.700,65

Nieuwe klanten	1751
Aantal verkoop transacties	8591
Aantal terugkoop transacties	7800
Unieke terugkoop klanten	2296
Aantal inkoop transacties	4164
Toename inkoopvoorraad	€ -4.237,73
Toename inkoopvoorraad (BTW)	€ 1.744,52
Toename terugkoopvoorraad	€ 31.791,50
Omgezet (terugkoop naar inkoop)	€ 95.936,00
Afgeschreven	€ 59.941,39
Afgeschreven BTW Producten	€ 885,76 (BTW: € 153,73)
Afschrijvingen totaal	€ 60.827,15 (Ex BTW: € 60.827,15)

Webshop

At our popular webshop, customers can pay directly. Our collaboration with a major shipping company allows us to have the product picked up a day later at the latest, and dropped off at the customer. All purchased products can easily be placed on the webshop, thanks to the online link with the POS system. There also is an online chat service for the direct connection between the customers and the shops.

The screenshots display the Used Products webshop interface. The top-left screenshot shows the homepage with a search bar and navigation menu. The top-middle screenshot shows a product listing for 'WINKELINFORMATIE ALKMAAR' with a chat window. The top-right screenshot shows a product listing for 'IPHONE XS' with various color options.

A short interview with the CEO Bas Hofte

What is the advantage for the consumer of ordering new products from you?

Because we are always exactly aware of the current market prices at the time of purchasing a product, we will always take into account that when we offer a product for sale it will and can always be cheaper than any competitor.

How do you distinguish yourself in this market from other e-commerce channels?

We are always cheaper than all competitors and moreover more and more consumers realize that when you buy a product from us you are contributing to a better world. After all, every time a product is bought from us, 1 product less has to be produced!



What is the average profit margin per store?

About 36% but really strongly dependent on the commercial qualities of the entrepreneur. This is of course because each store purchases its own products from private individuals and therefore has to negotiate itself. Negotiating skills naturally lead to better margins

What is the minimum amount of staff needed per store?

On average 1 owner with 2 employees

What is the minimum duration of training for a new franchisee?

A training lasts approximately 2 weeks if suitable

Is there anything else you want to say?

Besides the fact that you can earn a way above average income, it is also fun work. New people, new products and new stories every day.

“When you buy a product from us you are contributing to a better world”

Franchise with Used Products

We are offering you the opportunity of being part of a rapidly growing company – as a franchisee – with a unique formula in a rapidly growing market for used products. Our experience and knowledge combined with your venturous mindset is crucial for success.

Objectives

Retaining and expanding our position as market leader in the Netherlands and grow steadily on an international basis. In addition, the further professionalization of the trade in sustainably used products. Allowing franchisees to obtain maximum return with the help of the management and the software system, with an interesting and profitable organization. Assisting and supporting prospective Used Products entrepreneurs in achieving predefined goals, so that they can secure good future perspectives for themselves as independent entrepreneurs.

Investment

The size of a store varies and depends on various factors. The total investment for a Used Products branch (including stock!) is between €50.000 tot €150.000. The location (the country or city), size of the store, condition of the building and various other factors are decisive for the investment. A large part of the investment will be used to purchase stock. The budget will also include a reserve to bridge the initial period, in which the stock will grow. We can provide help with any funding application you might require. Since the formula have proven successful in several countries, there are several financing options. An equity of at least €15.000 is required.

Conditions

A franchisee must meet the following conditions:

- *Adventurous*
- *Representative*
- *Commercial mindset and work attitude*
- *Strong leadership skills*
- *Healthy financial background*
- *Winner mentality*



For more information check www.usedproducts.nl/franchise or contact us:

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