



PEDAL PUB

THE CUSTOMER EXPERIENCE &
FRANCHISING OPPORTUNITY
OF A LIFETIME

WHY PEDAL PUB?

All franchising opportunities are not created equal. If you want the potential for financial success combined with a fun and adventurous lifestyle, then mobile entertainment is where you want to be. And within that space, Pedal Pub is miles ahead of the party bike copycats.

A Fun & Rewarding Experience. Our franchisees love what they do and can't wait to get out of bed in the morning. Pedal Pub is an experiential company, and owning a Pedal Pub franchise delivers a far more unique experience than owning a brick-and-mortar business.

The “Kleenex” of the Industry. In a world of imitators, Pedal Pub is the original U.S. party bike. We set the standard, and we continue to raise the bar.

Experience & Quality. We've logged millions of tour hours, so we can help you navigate all the ins and outs of the business. As the people who brought the original Fietscafe® party bike to the U.S., we only put only the highest-quality and longest-lasting vehicles on the road. And with our Pilot Certification Program, no one puts better-trained pilots on their bikes.

A Sky-High Ceiling. The party bike industry is booming. With 50 locations and growing, Pedal Pub invented the space and leaves its competitors in the dust. As more cities realize the economic benefits of mobile entertainment, we'll continue to lower the barriers to success.

Corporate Account Sales Program. We've created a system to book corporate team-building and other tours across the country, delivering more business to your front door.

Unmatched Buying Power. From insurance and booking software to signage and merchandise, we've got the negotiating leverage. We get the discounts. We lower your cost of doing business. We constantly work to improve your profitability.

A Better Bottom Line. Backed by investors who believe in the party bike space, Pedal Pub offers you a great franchising opportunity. And it starts now.





A BUSINESS JOURNEY LIKE NO OTHER

Pedal Pub did more than start a novel idea for city tours; we invented an industry. Our founders brought the first party bike to the U.S. from Amsterdam in 2007. Today, we operate in over **50 cities**, providing a fun, safe and environmentally friendly experience for **millions** of riders each year.

The Pedal Pub Journey

- 1996** Fietscafe® makes the world's first party bike for a parade in Amsterdam.
- 2006** Pedal Pub founders Al Boyce and Eric Olson see a photo of the bike and realize immediately that the concept can work in the U.S.
- 2007** Al and Eric bring the first party bike to the States, open their first location in Minneapolis, and found not only a business, but an entirely new industry.
- 2010** As Pedal Pubs turn heads and gain serious buzz in Minneapolis, Al and Eric license their first location.
- 2014** 25 new locations open.
- 2016** 40 new locations open.
- 2018** Pedal Pub becomes a franchise.



DOMINATING THE MARKET

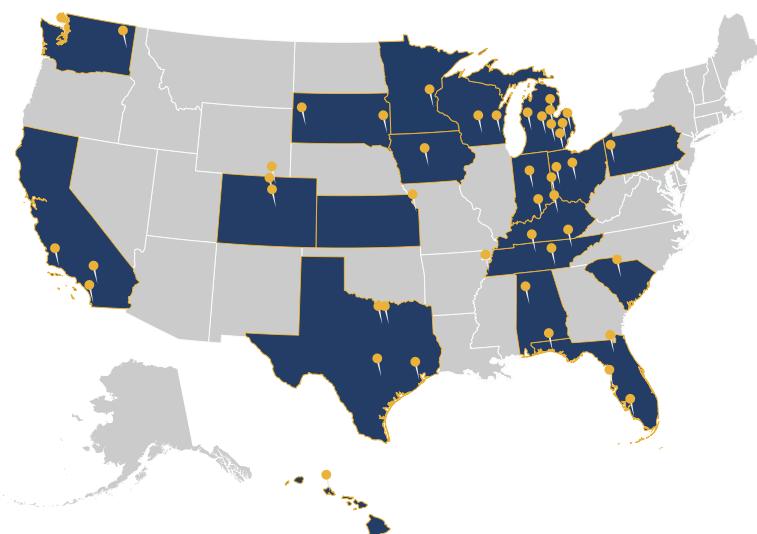
No one can match the unique Pedal Pub experience. That's why we plan on continued growth in the coming years, and that's why we present such a great opportunity for entrepreneurs like you.

We and our affiliates currently own **50%** of the party bikes on the road.

Our nearest competitor has only **12%**.

We expect to reach **100 locations** by 2023.

In addition, we're taking several steps to further build brand engagement. We're working to increase locations revenue and decrease costs. We've engaged with expert in digital marketing. And we're partnering with companies throughout the U.S. to exponentially grow our customer base.





LEADERSHIP AT EVERY LEVEL —

Pedal Pub is led by a team of successful entrepreneurs in everything from manufacturing and financing to technology and franchising.

- Our manufacturer, **Het Fietscafe®**, is the industry pioneer. Started when brothers Zwier and Henk Van Laar sketched their idea for a “rolling pub” on the back of a bar napkin in 1997, the company continues to make the world’s most durable and feature-rich party bikes at their state-of-the-art Dutch factory. In fact, Het Fietscafe is the only company in the world with a dedicated, federally subsidized party-bike manufacturing facility.
- We’re backed by **Proprietors Capital Holdings** (PCH), a private equity group that provides capital resources, as well as deep business and franchising expertise.
- We’re partnering with the world’s largest business brokerage franchise, PCH affiliate **Sunbelt Network**, to provide valuable resources in selling future Pedal Pub locations.



THE STRONGEST FRANCHISE SUPPORT

Today's party bike industry is cluttered with weak, independent operators who can't match Pedal Pub's experience, quality, systems and scale. The truth is, **we're the best national franchise system in the bike pub industry.** For you, that means exclusive access to:

An Elite Peer Network. You can tap the expertise of dozens of top-quality operators who've been in business for more than a decade.

Regulatory Expertise. We've established win-win relationships with city officials throughout the country, and we have deep experience in regulatory and safety issues. We've proven our ability to attract tourists, drive traffic to small businesses, provide high-wage jobs and earn valuable media coverage.

Comprehensive Training. Whether you work with our team or industry partners, you always know that everyone around you is there to make you better and help you succeed.

Group Negotiation. Our depth and breadth translates into local and national marketing resources to help build buzz, spur sales and drive profits for your business.

Marketing. We have the buying power to negotiate exclusive deals with major industry vendors—including booking software, merchandise suppliers and more.

Mechanical Service. As a Pedal Pub franchisee, you can get bike parts and other mechanical resources from Excel Cycle Systems, a company exclusively dedicated to servicing Pedal Pub bikes.





LOW BARRIER TO ENTRY —

If you've looked into other franchising opportunities, you know how expensive startup costs can be. That's why our franchisees are surprised to learn that our first-year startup costs are estimated at only \$110,700 to \$288,000.

This investment estimate includes your bike purchase (we require two so you can handle large corporate and other groups), as well as insurance costs, storage, marketing and other expenses. And since you receive our full Business Manual—as well as territorial protection, training and the wealth of information offered by our entire Pedal Pub Network—your risk is limited.

So put your feet on the pedals, and let the journey begin!



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MUSIC
AWARDS**

GARTH  BROOKS



MEDIA & TESTIMONIALS

"I've got a background in franchise systems, and I can tell you that Pedal Pub goes beyond your typical brick-and-mortar franchise. They're the industry pioneer. Every day is unique and truly refreshing! **"**

Mike Carlson

Pedal Pub Owner
Minneapolis, MN

"A flexible schedule, being my own boss, problem-solving, working in the outdoors and being a part of my city's growth are just a few of the perks of running this business. Plus, who doesn't like having some beers and throwing a good party? **"**

Ashley Coleman

Pedal Pub Licensee
Memphis, TN

"The Pedal Bar Business Is Booming in Nashville! **"**

Headline in The Tennessean

Nashville, TN

"I love Pedal Pub! **"**

Belinda Johnson

TV Personality, KARE 11
Minneapolis, MN

"5 stars! This was the most fun we could have had on a night out. My parents have been around the world and never done something so unique and fun. We would all do this again! **"**

Ryan R.

TripAdvisor review
St. Petersburg, FL



Tennessean.

KARE 11
kare11.com

Desert Sun.
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