




1,000+
CENTERS
WORLDWIDE

MASTER FRANCHISING WITH MATHNASIUM

Forbes
AMERICA'S
BEST
FRANCHISES



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500
RANKED

MATHNASIUM
The Math Learning Center

The Business of Changing Lives

Mathnasium is a revolution in math education. Our proprietary teaching method empowers children to catch up and get ahead while making learning fun and engaging. With over 1,000 centers on five continents, we continue to expand around the world. **Mathnasium master franchisees have the unique opportunity to seize a huge share of the multibillion-dollar tutoring industry by owning the #1 brand in the business.**

With math illiteracy at an all-time high, and increased competition for university admissions and careers, parents want to give their children an advantage. Mathnasium makes that attainable through a monthly membership fee, similar to a gym membership.

Students typically attend a Mathnasium Learning Center or have online instruction sessions two or three times each week for one hour, where they learn face to face with highly trained instructors.

Whether a child struggles in math or needs a greater challenge, our proven approach makes believers out of even the most skeptical parents and children. Hundreds of thousands of positive reviews and testimonials tell us that we truly change lives through math every day.

Mathnasium's Mission: Teach children math so they understand it, master it, and love it. Math can change their lives, and they can change the world.



"It changed my life and countless lives in my center."

— Becky McDaniels, Franchisee



Why Parents Choose Mathnasium

At Mathnasium, families come first. Beyond our family of franchisees, what's most important to us are the families we serve. We know we serve them well from the scores of referrals we get as they share their positive experiences with friends and other family members.

Why do so many customers tell others about the Mathnasium experience? Because we:

- Improve academic grades and boost test scores
- Build confidence that extends beyond math class
- Personalize lesson plans to their child's specific needs
- Teach critical thinking and problem-solving skills
- Are effective with students of any skill level, from struggling to advanced
- Share detailed progress reports with parents
- Offer flexible scheduling that benefits both parents and students
- Prepare students for university entrance exams
- Regularly verify results through an independent third party
- Are priced competitively and provide tremendous value
- Help students with homework, alleviating school-night stress
- Don't give their children additional homework to complete, unlike other tutoring companies

Parents frequently tell us that they wish they had enrolled their children sooner, because the positive impact Mathnasium makes cannot be found anywhere else.

"With a low cost of entry, exceptional onboarding and training, and ongoing support in every area of the business, Mathnasium provides a truly unmatched opportunity for people who want to do well by doing good."

— Co-Founder and Mathnasium Board of Directors Chairman, Peter Markovitz

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TOP
LOW-COST
FRANCHISE

What Is a Master Franchisee?

The master franchising concept is different from the typical franchisee model, and it is far more exclusive. A master franchisee is essentially a mini-franchisor for a particular territory. In most franchise systems, a master franchisee owns and operates only a small number of units directly. Instead, they find individual franchisees to purchase and run the licensed business throughout their territory. In return for recruiting, training, and supporting these franchisees, the master franchisee receives a significant fee for each new unit opened and ongoing royalties for the revenue each unit produces.

Master franchisee opportunities are seldom available. There are very few top franchises offering this type of opportunity, and most that do are older companies that expanded internationally years ago. The Mathnasium master franchise opportunity is uniquely desirable because of its tremendous earning potential and relatively low cost of entry.

Very few opportunities deliver the prestige, earning potential, and ability to help children as being a Mathnasium master franchisee.



"They have a well-oiled business model that works."

— Scott Rubin, Franchisee



Superior Value for Your Unit Operators

The single and multiunit operators of Mathnasiums capture a local, but significant, piece of our skyrocketing industry. Mathnasium has quickly grown to over 1,000 locations because it is simply the best franchising opportunity for the independent operator. We're leaders in the industry because we provide:

Proven Systems:

One of the biggest advantages of franchising versus local startups is the ability to use proven, established systems. Mathnasium's business operations have been refined continuously since 2002. We'll teach you how to do all of this and more:

- Teach using the Mathnasium Method™
- Hire center and operations staff
- Attract new franchisees and convert leads
- Select retail sites & manage center build-outs
- Manage centers for success
- Retain existing students

World-Class Training and Support:

With or without a background in education, the Mathnasium development and training program is designed to bring owners quickly up to speed. We teach our franchisors how to train and support their franchisees with excellence. Over time, support systems include:

- Field-based franchise business consultants
- News and information blog for franchisees
- Live franchisee support desk
- Ongoing business management training, both in person and online

Advanced Business and Marketing Tools:

- Our custom-built, all-in-one system for managing customers, employees, training, reporting and curriculum delivery
- Customizable marketing materials
- Customizable territory website
- Social media and online marketing tools
- Customer review management tool
- Comprehensive operations manual that covers nearly every business need

"The training gave me comfort and confidence!"

— Jennifer Krull, Franchisee

Our Proprietary Teaching Methods

The Mathnasium Method™ transforms the way children understand and appreciate math. The result of years of development and millions of dollars invested, it features:

- **Comprehensive Assessments** — Multiple assessment levels expertly designed to determine student mastery of individual math concepts
- **Fully Customized Learning Plans** — Based on detailed assessment results and generated by our custom-built learning management system
- **Time-Tested, Proprietary Teaching Methods and Localized Curriculum** — Unmatched in the education industry, yet constantly refined by our Education Development Team
- **Teach for Understanding** — An approach built to drive true math comprehension and minimize rote learning techniques
- **A Culture of Compassion and Confidence** — We live not only to teach but also to support and transform the lives of our students

The Mathnasium Education Team has translated the full curriculum into many world languages. Upon partnering with a new master franchisee, we work closely to localize the full curriculum as we continue to expand into new countries.



"They are both excelling in math... and loving it!"

— Alexandra R., Parent



Mathnasium@home

Mathnasium@home allows students to receive Mathnasium instruction from anywhere with an internet connection. Franchisees deliver this live, web-based instructional service to reach more customers; it requires only a small equipment purchase.

Mathnasium@home features:

- The same Mathnasium Method™ used in our centers: real-time, face-to-face learning, with the same instructors
- Additional customer revenue: the same subscription fees as in-center enrollments
- Safety and security, with the comfort and convenience that customers love

Since deployment, Mathnasium@home has been found to be just as effective as in-center learning. It has become a perfect solution for many parents who have difficulty bringing their child into the center on a regular basis due to busy school-year schedules, geographical distance, vacation, or home schooling.



"Mathnasium@home works great for our family!"

— Carolann L., Parent

The Investment

The investment required to become a Mathnasium master franchisee is often less than launching a single unit of many other concepts. Exclusive rights to a number of countries are still available, but not for long, as this unique opportunity is in high demand. As a master franchisee, you will have the right to:

- Develop the region with as many learning centers as the territory will support
- Use the Mathnasium proprietary curriculum, tailored to local education standards
- Open the first learning center, which will be owned and operated by you or your team
- Receive ongoing training and support

Your first learning center will help you learn our business through firsthand experience, with life-changing results for students and parents. It will later serve as your "showcase" center to help you sell franchises and train your own sub-franchisees.

ESTIMATED INITIAL INVESTMENT

Initial Master Franchise Fee (territory specific)	TBD by number of Centers
Curriculum Localization	Included in Territory Fee
Curriculum Translation (if necessary)	Included in Territory Fee
Training Expenses (remote and in Los Angeles)	\$5,000 — \$10,000

First Center Expenses: setup and four months of operation
(less than \$150,000 in most markets)

- Rent
- Tenant Improvements
- Furniture, Signs, Equipment, Supplies
- Phone and Utilities
- Video Surveillance and Recording Equipment
- Pre-Opening Advertising
- Additional Operating Funds

Company Setup Fees (insurance, licensing, legal, accounting)

Fees Required for Franchising (dependent on local pricing)

- Legal/Document Development
- Franchise Marketing
- Franchise Training
- Franchise Support

Ongoing Fees

- Royalties
- Additional Unit Fees
- Technology Fees

"If you are looking into a business, are passionate, enjoy working with children and helping them succeed, Mathnasium is an opportunity that should be pursued."

— Co-Founder and Mathnasium Board of Directors Vice Chairman, David Ullendorff

Entrepreneur

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FASTEST
GROWING
FRANCHISE

Master Franchising Opportunity Summary

- **Unique, Prestigious and Lucrative Opportunity** — We are looking for the right individuals to take charge of our expansion into untapped markets
- **Simple Business Model** — No supply chain, no expensive equipment, low investment for each unit
- **Rapidly Growing Market** — The global market for private tutoring services is forecast to reach \$260.7 billion by 2024*
- **Rewards Beyond the Financials** — At Mathnasium, we change the lives of children, families, and communities for the better
- **Award-Winning Franchise System** — Industry experts support our reputation for excellence in training, systems, and support
- **Proven, Scalable Success** — 1,000+ locations opened worldwide since 2002, with more opening regularly

*Global Industry Analysts, Inc.



"We offer something that no one else can!"

— Javi Santacruz, Franchisee

Steps to Becoming a Master Franchisee

Since 2002, we've helped many people discover the benefits of owning Mathnasium Learning Centers. As we expand internationally, we want to help you develop your country as well. First, you'll open your own learning center, then you'll offer franchises to your fellow citizens. The process of learning about the Mathnasium master franchise opportunity is transparent, enjoyable and designed to provide the information you need to make an educated business decision.

Just follow these steps:

1. Have a Q&A conversation with your international franchise development executive.
2. Complete our Request for Consideration form (RFC).
3. Attend a webinar with the Executive Leadership Team.
4. Visit a Mathnasium Learning Center in your region or a nearby region.
5. Speak with current Mathnasium master franchisees and single-unit franchise owners to learn more about their experiences.
6. Present your business plan to Mathnasium leadership in Los Angeles.
7. Sign the Master Franchise Agreement (MFA) and Unit Franchise Agreement (UFA) for your first Mathnasium Learning Center.



After evaluating thousands of companies around the world, Franchise Direct named Mathnasium Learning Centers to its Top 100 Global Franchises list.



Let's Talk

Ready to start making a difference?

Visit the website or speak with a member of the Franchise Development Team and see how you can be awarded a master franchise with Mathnasium.

"It is the most rewarding thing I have ever done, and it provides a great income for the franchisees. I'm on the path to positively change the lives of many thousands of children, not to mention the hundreds of franchisees we will have!"

— John Preston, Master Franchisee, United Kingdom

"Through Mathnasium, we have been able to meet local needs that were quite evident. Even though there are several tutoring institutions, the Mathnasium Method™ has stood out — which is clear through the early success we have had. Although we are new to Australia, parents and kids have been very receptive to Mathnasium, and it is heartening to now see them succeed and build confidence."

— Himanshu Gupta, Master Franchisee, Australia



The franchise sales information herein does not constitute an offer to sell a franchise. The offer of a franchise that is an after-school tutoring business can only be made through the delivery of a franchise disclosure document. All rights reserved.

"Children don't hate math. What they hate is being confused, intimidated and embarrassed by math. With understanding comes passion, and with passion comes growth — a treasure is unlocked."

— Larry Martinek, Principal Education Officer



OUR MISSION

Teach children math so that they understand it, master it, and love it.
Math can change their lives, and they can change the world.



Changing Lives Through Math™