

Aisle 24 MARKET

**Invest in the next evolution
in grocery convenience**

Tailored to the booming Canadian residential property market,
Aisle 24™ provides automated self-service shopping designed
for compact real estate footprints.



a division of
um
UNATTENDED
MARKETS



"I was a skeptic with the new concept but you've won me over. I now rely on it to feed me at odd hours when everything else is too far or closed. Thank you!"

— Jason H., Aurora, Ontario

Convenience Upgraded

Deliver easy, self-service access to fresh and convenient food, beverages and other essentials.

Automation and self-service are reshaping the grocery shopping experience. Aisle 24 franchises offer you the opportunity to harness these powerful trends to deliver an innovative twist on the corner store. Aisle 24 stores are cashier-less, small footprint grocery markets catering to last-minute shopping — a high-value amenity for tenants inside condos, apartments, townhouse complexes, campus residences, and other shared living communities.



Exclusive locations

Your Aisle 24 will be residents' closest and easiest source for a wide range of high-quality food, beverages, confectionary, and personal health products.



Modest time commitment

Achieve a high ROI with a lower amount of labour compared to running a traditional franchise. Designed for self-service, your main responsibility is to regularly restock, clean, reconcile inventory and monitor security.



Reliable technology

Powered by cloud-based account management backend and simple checkout kiosk for product scanning and payment, Aisle 24s have no cash on-site, while you get access to sales analytics to better serve your customers





How Aisle 24 works



Customers download our **mobile app** and **sign up for an Aisle 24 account**. Entering their personal information and a valid credit card, they can validate their account and gain access to the store immediately.



Customers **launch the mobile app** and tap the **“access”** button to **unlock their Aisle 24 store door**. Security video monitoring is used to discourage theft.



Customers **scan the products** they want to purchase. Products are neatly displayed on open shelves and grocery freezers.



Customers **pay at the Aisle 24 kiosk**. The only thing they need to shop is their smart phone, and a bag to carry their groceries.

Groceries made easy

Every community is a little different, so our product team works with you and your property to custom-tailor what items will be for sale at your Aisle 24.



Bakery

Bread Loaves
Muffins
Cookies
Cake Mix



Dairy

Milk
Yogurt
Sliced Cheese
Ice Cream



Produce

Bananas
Apples
Oranges



Personal care

Shampoo
Deodorant
Lotion
Oral Care



Deli

Sandwiches
Wraps
Sliced Meats
Bacon



Frozen foods

Microwave Meals
Pizza
Vegetables
Fruit



Beverages

Soft Drinks
Fresh Juices
Sparkling Water
Protein Shakes



Non-perishables

Phone & Electronic
Accessories
Stationary
Household Cleaners
Laundry Detergent

Suggestions are welcome! If shoppers don't find something they're looking for, they can make requests via the kiosk for specific dietary requirements or preferences.





"When residents are asked to give their main reason for loving living here, The Market is the most popular answer."

— Brittany M., Centennial Place, Toronto

What it means to own an Aisle 24

Aisle 24 is a self-service market, allowing you to focus on providing the right products at the right price. We help design and build your store, provide a full operating manual for reference, and supply all technology hardware and integrated systems — you just provide your business savvy.

6 ways we support you

- Site procurement** We will help you select an appropriate site, and conduct lease negotiations to ensure a fair deal.
- Construction** We provide all the shelving, millwork, signage and setup of technology systems.
- Operational Manual** Packed with management tips, it will help you learn the most effective ways to look after specific parts of your Aisle 24.
- Marketing** Online toolkits will help you get the word out and increase sales.
- Payment & POS** Our cloud-based platform, integrated with the POS kiosk, handles all financial transactions and reporting (see *next page*).
- Ongoing support** Quick responses to your questions are only an email or phone call away. (Online chat support coming soon!)

Payment and POS

Our Point-of-Sale (POS) kiosks replace the need for cash registers.

- Customers download the Aisle 24 mobile app, register for an account and will gain access to our stores immediately.
- At the POS, shoppers scan digital labels of the products they are purchasing and complete payment via their Aisle 24 account, debit or credit card.
- You have online access to your store's POS for accounting, inventory and sales analytics.

Pricing

You control pricing through digital labels integrated into the POS.

- Remotely and dynamically update pricing, without physically printing and visiting the store to replace them.
- Mark down items for sale as they near Best Before dates or adjust pricing to take advantage of high demand.
- Update pricing on the fly based on sales velocity, season, demand, and experiment with surge pricing.



Product mix

You control what products are on the shelves.

- We offer recommendations based on existing locations, but your community's residents may have unique preferences or even specific dietary requirements.
- The registration process captures where key demographic data such as their date of birth, international origin and food preferences, which can help guide your product selection.
- The Aisle 24 app also includes a feedback tool to send you requests and suggestions.
- Based on your inventory reports, you generally order products directly with our approved suppliers, which ship straight to your store. Some products, like supplies for the coffee station, come through our office.
- Aisle 24 franchisees automatically receive group buying discounts through Unattended Markets, providing you with more competitive pricing (or better margins) than an independent store.

Security

Your Aisle 24 franchise will come with enhanced security video systems.

- Shoppers can only gain entry to your store with the Aisle 24 Mobile App.
- Camera and POS analytics systems provide real time reporting on events that happen within your store allowing you to take action immediately.
- Community Markets have an interlocking door system to help control traffic and deter tail gating.



Small footprint, big impact

Custom-designed specifically for compact real estate spaces, Aisle 24 offers prominent product placement, intuitive traffic flow and optimized shopping experiences — all in as little as 300 square feet.



Community Market

Residential Market





Resident Markets An even shorter walk for milk

Created to monetize underutilized space inside residential buildings, Aisle 24 can build a full functional and secure market in as little as 300 square feet.

Essentials an elevator ride away:

- 300–999 square footage
- Indoor resident access only
- Efficient, clean shopping experience
- Integrated with mobile app user experience
- Products tailored to resident demand
- Enhanced security systems



“When residents are asked to give their main reason for loving living here, The Market is the most popular answer.”

— Brittany M., Centennial Place, Toronto



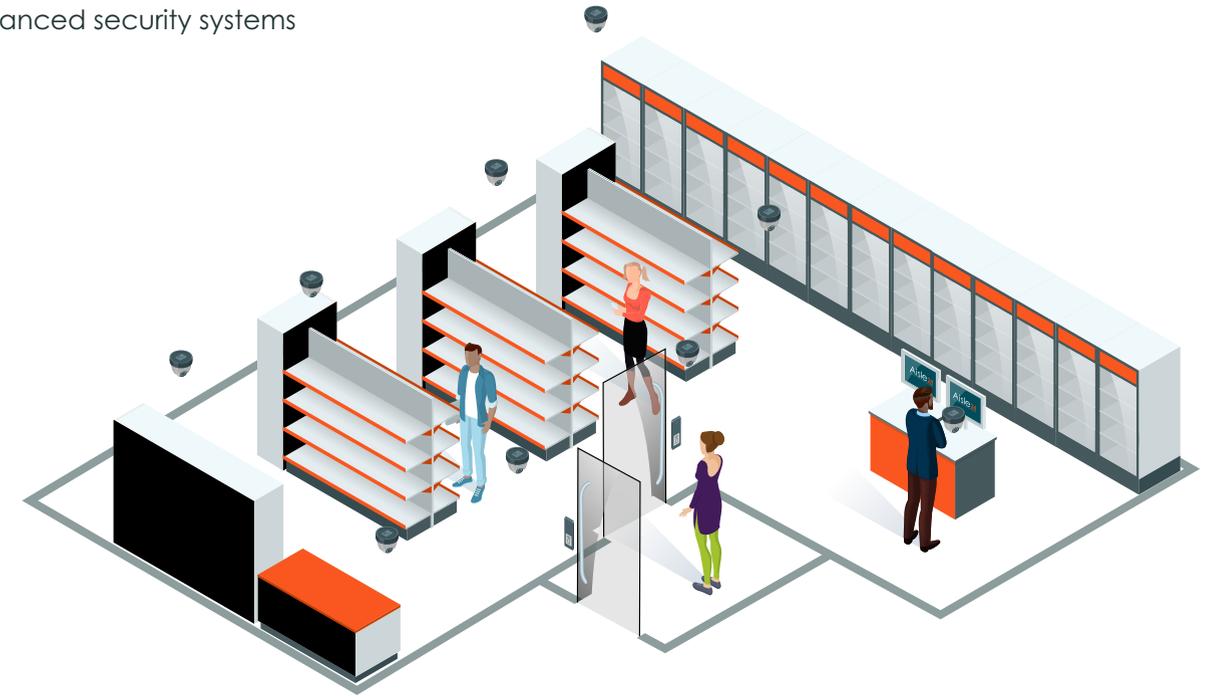


Community Markets

Designed for standard commercial real estate, Aisle 24 community grocery markets have grabbed the attention of some of the largest real estate developers in North America.

Part of your community

- 1000+ square footage
- Outdoor street-level access
- Bright, modern and efficient design
- Integrated with mobile app user experience
- Dual interlocking door system
- Enhanced security systems



"I love this new service and how convenient it is but nothing beats the customer support that you offer."

— Aaron S., Markham, Ontario



Invest in Smart Convenience

FINANCES – Resident Markets

Initial Franchise Fee	\$25,000
Royalty Fee (Monthly)	6%
Advertising Fund (Monthly)	1.5%
Kiosk Licensing Fee (Monthly)	\$370 (+\$75 / add'l kiosk)
Technology Fee (Monthly)	2.5% (Min \$349 Max \$599)

HARD COSTS

Furniture, Equipment, Fixtures, Millwork, Hardware, Software	\$50,000 - \$65,000
Leasehold Improvements	\$2,500 - \$5,000

Total Hard Costs **\$52,500 - \$70,000**

SOFT COSTS

Opening Inventory	\$15,000 - \$20,000
Design Costs	\$2,500 - \$3,500
Pre-Opening Marketing Costs	\$2,000 - \$3,000
Other Soft Costs	\$20,000 - \$25,000

Total Soft Costs **\$39,500 - \$51,500**

Total Investment* **\$117,000 - \$146,000**

FINANCES – Community Markets

Initial Franchise Fee	\$30,000
Royalty Fee (Monthly)	6%
Advertising Fund (Monthly)	1.5%
Kiosk Licensing Fee (Monthly)	\$370 (+\$75 / add'l kiosk)
Technology Fee (Monthly)	2.5% (Min \$349 Max \$599)

HARD COSTS

Furniture, Equipment, Fixtures, Millwork, Hardware, Software	\$105,000 - \$115,000
Leasehold Improvements	\$25,000 - \$40,000

Total Hard Costs **\$130,000 - \$155,000**

SOFT COSTS

Opening Inventory	\$25,000 - \$30,000
Design Costs	\$3,500 - \$5,000
Pre-Opening Marketing Costs	\$4,000 - \$6,000
Other Soft Costs	\$25,500 - \$34,500

Total Soft Costs **\$58,000 - \$75,500**

Total Investment* **\$218,000 - \$260,500**

* Excludes working capital required to commence business operations. All costs are estimates and will vary depending on your site.

About us



John Douangprachanh
Co-founder & CEO



Marie Yong
Co-founder & COO

Aisle 24 is the creation of Unattended Markets, which has been delivering automated grocery solutions since 2015, helping to turn nearly any unused space into a 24-hour self-serve grocery store.

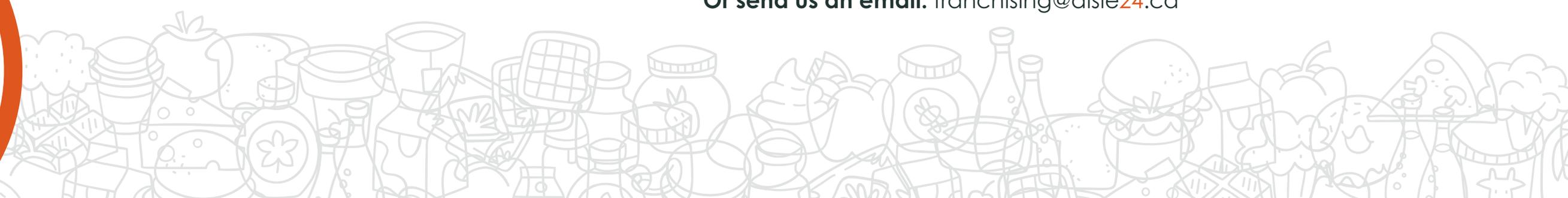
In September 2016, in partnership with Knightstone Capital and Centennial College, we launched Canada's first cashier-less grocery store at Centennial Place student residence, tailored to the specific purchasing habits of their community. Its success allowed us to expand into markets across Canada.

Your next successful venture is closer than you think

Contact us today to discuss how to get started.

Visit [Aisle24.ca/Franchises](https://aisle24.ca/Franchises)

Or send us an email: franchising@aisle24.ca



The logo for Aisle 24 Market. The word "Aisle" is in white, "24" is in orange with a white underline, and "MARKET" is in white below it.

Aisle 24 MARKET

Aisle24.ca

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