



Wackys™

Fried Chicken & Burgers

COMPANY PROFILE

APRIL 26



LEGENDARY FRIED CHICKEN, **FREAKIN'** **DELICIOUS.**

We're South Africa's newest Fried Chicken Franchise. At **Wackys**, we serve up bold flavours, serious crunch, and unbeatable Fried Chicken - all at affordable prices. From first crunch to last bite, every meal is fresh, saucy, messy... and worth it!

**Bring your appetite,
bring your crew,
and let's get Wackys!**

OUR AIM

To become one of the leading Fried Chicken Brands in South Africa, delivering unforgettable taste experiences while expanding strategically across the nation.

And why not? We've done it before... With Pedros' significant Food Service, Marketing and Franchising expertise, as well as a fully established nationwide distribution and logistics network, we plan to expand across the country to ensure that everyone... **EVERYONE...** has access to what **Wackys** offers: seriously good, fresh, affordable Fried Chicken and Burgers.

It's that simple.





OUR EDGE

Wackys Expertise:

Wackys is backed by decades of food service, marketing, and franchising experience. We hire, train, and support the best – because exceptional food requires exceptional people.

Seriously Good, Affordable Product

We also understand the unstoppable value of providing a legendary Fried Chicken product that is fresh, delicious and affordable, to the South African market... and that's exactly what we do!

People Power:

Wackys is powered by a nationwide team of dedicated professionals with years of QSR experience. From the crew delivering consistent crunch to the team steering the brand, our people are the heartbeat of **Wackys** and have a proven track record in building a brand from the ground up into a legitimate contender for market leader.

Nationwide Network:

Established distribution and logistics ensure consistent quality across all outlets.



Quality Experience:

Customers come first, with warmth, friendliness, and service delivered with a smile.



Quality Product:

Legendary Fried Chicken that's delicious, from first crunch to last bite.



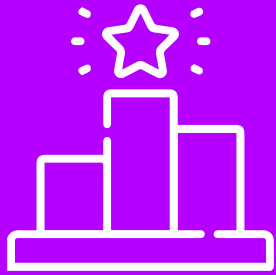
Exceptional Value:

Delicious food at a fair price – never compromising on quality!

OUR CORE VALUES



VISION

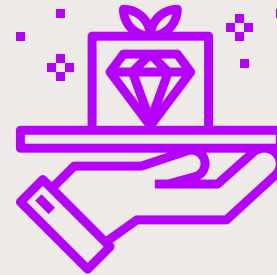


To be one of the
leading
Fried Chicken
Brands in
South Africa!

MISSION

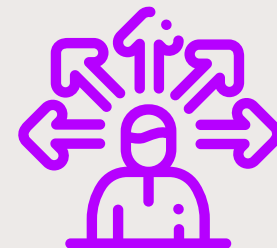
1

To provide customers
with an unbeatable,
delicious product and
fair pricing, paired with
genuine warmth and
hospitality.



3

To empower, support
and grow a team of
exceptional individuals.



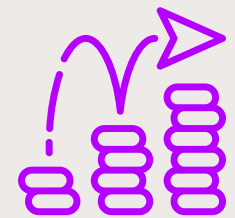
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To inspire and
support
our Franchise
Partners
in their success



4

To generate strong,
sustainable returns for
all who invest in us.





Wackys
Fried Chicken & Burgers

THE BRAND

Wackys is South Africa's newest Fried Chicken brand under the Pedros Portfolio, bringing unbeatable, fresh, and freakin' delicious Fried Chicken to every corner of the country - all at affordable prices. Bold flavours, serious crunch, and a vibe that's saucy, messy... and worth it.



OUR MENU

Packed with bold flavours and serious crunch, our menu features Fried Chicken that slaps, Burgers that do not mess around, and delicious combos to satisfy every mood (and appetite)!

Let's Get Wackys!

Whether it's Chicken, Burgers, or Sides, we're here to fire up your appetite, feed your cravings and fuel your crew!



THE OPPORTUNITY

With proven QSR expertise, a strong operational network, and an irresistible product that caters to a broad customer base, **Wackys** is primed for rapid expansion.

Franchise Partners and Stakeholders can expect solid returns while sharing in a brand built on bold flavours, serious crunch, and uncompromising quality.





THE STORE

Picking the right spot? Critical!

Lucky for you, we've got decades of experience in retail, property, and fast food – from store setup to staffing, marketing, operations, HR, and Accounts. Remember: this isn't our first rodeo...!

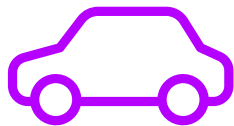
We know where the action is. Urban centres, shopping districts, residential hotspots – we sniff out the best locations and negotiate the sweetest deals for our Franchisees.

And it doesn't stop there. **Wackys** isn't just about great spots – it's about getting our Legendary Fried Chicken into eager hands, fast. Dine in, take away, order online, or get it delivered – we make it easy for everyone to experience bold flavour, serious crunch, and pure Wackys satisfaction wherever they are.

We use the following criteria to determine our next HOT NEW Store:



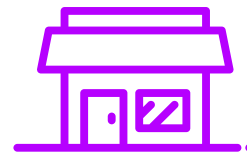
Medium to high
foot traffic



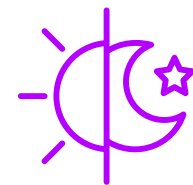
High vehicle traffic with
access to parking



Sites that are en-route
to suburbs or along daily
commute routes



Corner sites and/or sites
within food outlet clusters
and/or on main streets



Mix of day and night
movement (Office/ Factory
and Accommodation)

OUR LOCATIONS



KwaZulu Natal 4

- Stanger Market
- Montclair
- Brookside Mall (PMB)
- Smith Street (Coming Soon)
- Florida Road (Coming Soon)
- Overport (Coming Soon)

Limpopo 1

- Polokwane

Cape Town 1

- Woodstock (Coming Soon)

STORE SET UP COST



It is important for prospective franchise partners to join the Franchise System in order to be afforded the opportunity of site allocation.

R2M to R2.5M

Standalone Stores: Standalone store sizes range from 150 – 200m² depending on location.

Food court – 80m². + off site storage

In-Line – 140 – 170m².

Drive Thru – 220m².

Electrical requirements 150 amps 3 Phase, 50mm cable

The capital required for a standalone store ranges from **approx. R2M – R2.5M, excluding VAT.**

Drive-Thru Stores: Our drive thru store sizes range from 220m²

The capital required for a Drive-Thru store ranges from **approx. R3M – R3.5M, excluding VAT.**

The above setup cost is dependant on various factors, such as condition of the premises, landlord contribution, facilities and fixtures in place, size of the store and electrical supply in place.

Additional Capital Needed:

R 85 000,00	Franchise Joining Fee
R 30 000,00	Project Management Fee
R 20 000,00	Drawings (Planning & Designing)
R 20 000,00	Training Fee (Staff & Franchise Partner Training – Pre-Opening)
R 60 000,00	Recruitment Costs
R 25 000,00	Travel & Accommodation Costs (Wackys Skills Trainers / Operations / Project Managers)
R 5 000,00	Admin + Legal Fee (Drafting Of Franchise Agreement & All Pre-Opening Admin Tasks)
R 245 000,00	Total Budget, Ex VAT
R 36 750,00	VAT (Refundable from SARS)
R 281 750,00	Total, incl VAT

The VAT Refund Is Direct From SARS (Estimate 3 Months After Store Opens As Wackys Dev Will Send All Supplier Invoices To You)

Royalties:

5% Monthly Royalties of Net Sales.

2% Marketing Fee.

How to Join our Franchise System:

Complete and Submit the Application Form, and pay the **R2875** Application Fee (Non-refundable).
Unencumbered funds needed at start of application process: **R2 million.**





TRAINING AND SUPPORT

Training is imperative to our success and necessary to maintain the high level of service provided to our customers. We have our own Training Centre and a dedicated Training Department with highly experienced skills trainers, providing staff with the necessary skills and support they need on an on-going basis, to ensure our people are the best at what they do!

Before joining our flock, the following is mandatory:
Minimum 6-Week compulsory training for all Store Staff.
Minimum 4-Week compulsory training for all Franchise Partners.

Regular training sessions on product, menus, equipment and Customer Service are undertaken to maintain and increase knowledge and competency of all staff.

In addition to this, we invite our providers and corporate partners to conduct training sessions on their particular products and services. A range of comprehensive training manuals for managers and staff are maintained and carried in each restaurant. For New Store Openings, we provide Minimum 6 weeks' training at selected training stores and 3 days' onsite training, which covers Opening Day.

We also have our Head Office Management Team on site to assist and ensure smooth running of the store for the first few days after opening. Additional OPS and Training support will be ongoing after the store has opened.

STRONG GROWTH,

For Site related queries:

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For Franchising queries:

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SOLID FOUNDATIONS

Wackys has enjoyed impressive profitability and rapid growth since day one – yes, even in today's economy! Thanks to our incredible People and the support of our communities, we've proudly had zero store bankruptcies or closures.

This strong financial base allows us to push forward with our expansion plans and growth strategy, funding future operations and franchise developments from internal resources.

THE BEST PART?

OUR **PEDROS SHAREHOLDERS** ARE FULLY BEHIND
WACKYS VISION AND MISSION – TO BECOME ONE OF
THE LEADING FRIED CHICKEN BRANDS IN SOUTH
AFRICA....AND BEYOND!



Pedros
FLAME GRILLED CHICKEN