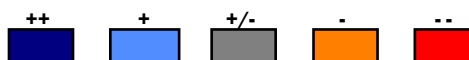




## **Molly Wally's** annual comparison



# Training & Support



Responses FSI

## Ongoing Support

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	24	41	20	13	2	198	67.9
January 2015	29	34	20	12	5	168	67.7

## Ads & Promotions

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	12	31	30	21	6	198	55.7
January 2015	14	23	24	24	15	168	49.1

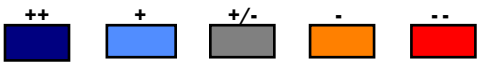
## Effective Technology

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	13	31	27	19	11	199	54.0
January 2015	23	36	23	14	4	166	65.2

## Communications

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	16	32	31	16	6	199	59.3
January 2015	21	35	25	14	5	167	63.3

Franchise System



Responses FSI

**Ops and Systems**

January 2016 Evaluation	23	38	29	8	2	198	68.3
January 2015	26	33	29	10	2	165	67.7

**Products & Services**

January 2016 Evaluation	28	37	27	7	1	196	71.2
January 2015	34	38	19	7	1	162	74.1

**Competition**

January 2016 Evaluation	14	33	31	17	4	197	59.0
January 2015	22	32	24	18	4	165	62.4

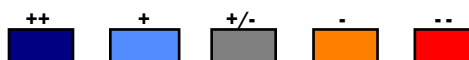
**Innovation**

January 2016 Evaluation	12	24	36	22	6	198	53.7
January 2015	17	27	32	18	6	165	57.7

# Molly Wally's

annual comparison

## Leadership



Responses FSI

### Clear Vision

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	16	55	21	6	3	199	69.0
January 2015	23	44	25	5	3	166	70.0

### Team Culture

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	19	48	27	4	3	195	69.5
January 2015	25	43	23	5	4	164	70.3

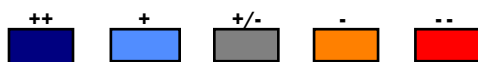
### Involves Franchisees

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	11	46	28	10	5	199	62.1
January 2015	15	34	35	11	5	166	60.7

### Effective In Driving

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	14	52	24	7	4	199	66.7
January 2015	21	45	26	4	3	165	69.4

## Core Values



Responses FSI

### Trust

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	42	43	12	2	1	198	80.8
January 2015	40	46	9	2	3	165	79.5

### Respect

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	41	45	13	1	1	140	80.9
January 2015	42	46	7	1	4	166	80.4

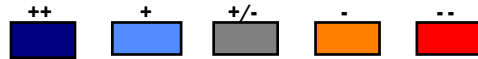
### Honesty & Ethics

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	58	34	7	1	1	197	87.2
January 2015	49	39	9	2	1	166	83.3

### Cares About Success

	++	+	+/-	-	--	Responses	FSI
January 2016 Evaluation	43	40	15	2	1	199	80.3
January 2015	40	43	10	2	4	166	78.2

# Franchisee Community



Responses FSI

## Support Brand

January 2016 Evaluation	21	64	15	1	195	75.9
January 2015	22	55	20	2	165	73.8

## Support Management

January 2016 Evaluation	13	60	22	4	1	196	70.0
January 2015	13	54	27	4	2	164	68.0

## Actively Participate

January 2016 Evaluation	10	54	27	8	1	198	66.0
January 2015	8	48	34	8	1	166	63.6

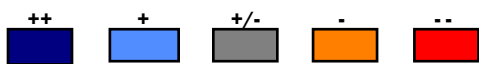
## Support Each Other

January 2016 Evaluation	35	51	12	2	198	80.1
January 2015	34	49	16	1	161	78.4

## What would your fellow franchisees Say About You?

January 2016 Evaluation	9	39	47	3	2	197
January 2015	9	40	43	6	1	161

# Self-Evaluation



Responses FSI

## Enjoy Operating

January 2016 Evaluation	42	45	10	3	198	81.8
January 2015	41	49	8	1	166	82.2

## Enjoyment

January 2016 Evaluation	32	55	10	3	1	198	78.3
January 2015	32	49	13	4	2	165	76.5

## Active Participant

January 2016 Evaluation	25	45	25	3	2	198	72.5
January 2015	21	41	32	5	1	165	68.9

## Valued Member

January 2016 Evaluation	19	39	33	8	2	198	66.7
January 2015	22	39	31	4	4	163	67.6

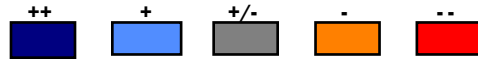
## How much do you believe that Your Own Business affects the overall success of the franchise system?

January 2016 Evaluation	29	44	19	8	198
January 2015	23	57	16	4	164

## How has Your Attitude about your affiliation with your franchisor changed over the last year?

January 2016 Evaluation	19	70	2	10	197
January 2015	15	71	4	9	164

# Financial Opportunity



Responses FSI

## Fees

January 2016 Evaluation	12	51	23	10	4	197	64.0
January 2015	13	46	27	7	6	165	63.3

## Total Investment

January 2016 Evaluation	19	54	15	10	3	198	68.9
January 2015	23	42	22	10	4	165	67.7

## Financial Picture

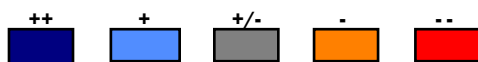
January 2016 Evaluation	11	28	39	16	7	197	54.8
January 2015	18	27	44	8	3	166	62.0

## Long-Term Growth

January 2016 Evaluation	19	39	32	8	2	197	66.8
January 2015	21	39	34	4	2	165	68.6

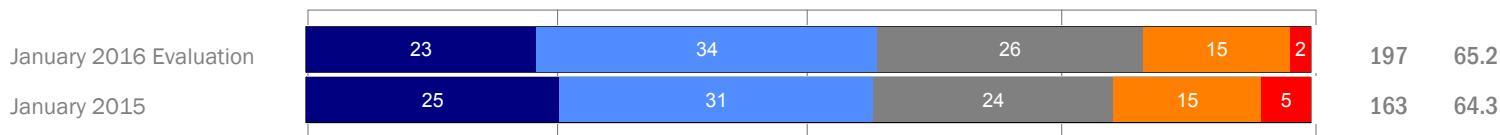


## General Satisfaction

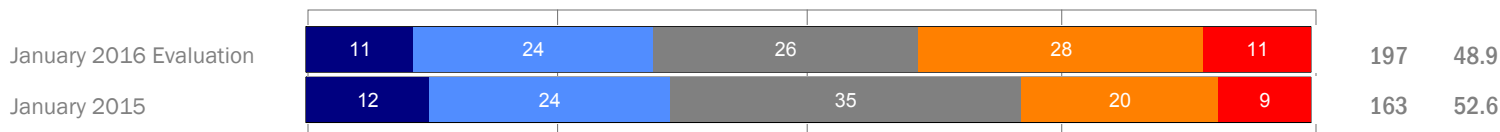


Responses FSI

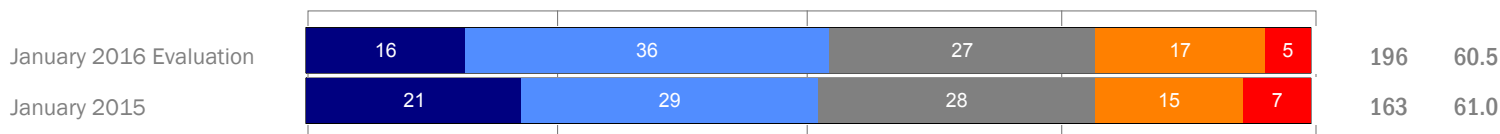
### Overall Opportunity



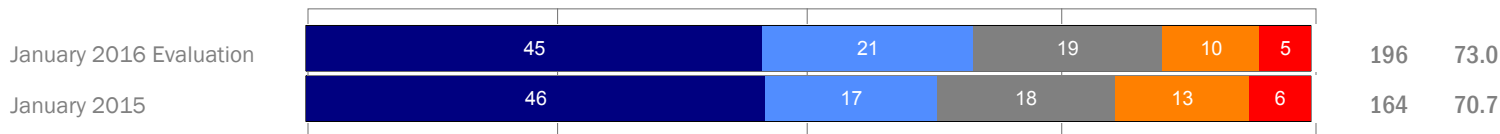
### Overall Performance



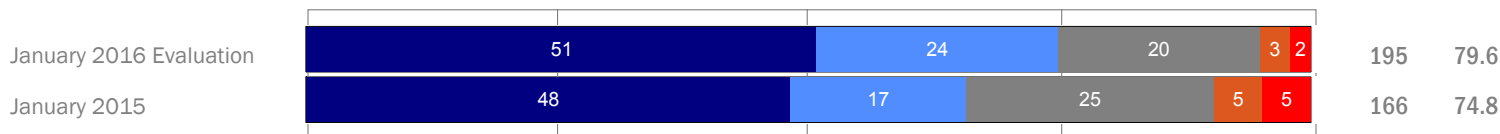
### Overall Satisfaction



### Do It Again



### Recommend



### Assuming there are no geographic or other territorial conflicts, choose the statement that best describes your discussions with others about thi

