

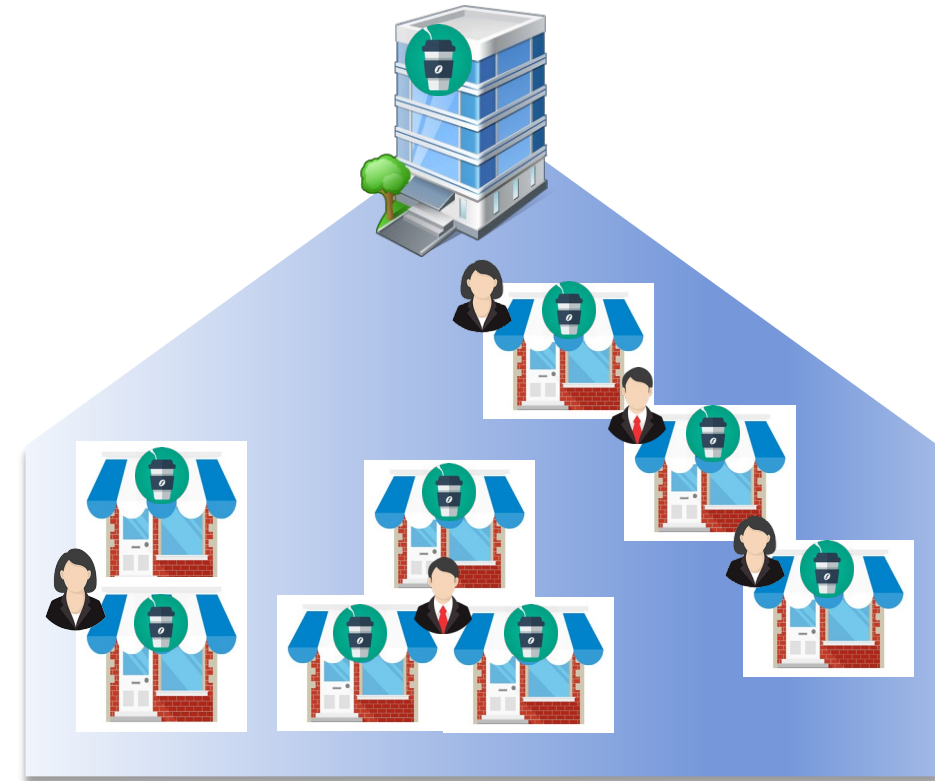
FRANCHISING IS EVERYWHERE

- Franchising consists of over 3,800 active brands spanning 33 industries and 188 sub-sectors
- >200,000 small businesses representing >500,000 franchise locations reaching tens of millions of consumers
- B2B and B2C brands that touch virtually every household in America



WHY FRANCHISING?

- Franchising is a lending asset class that is the **most predictable small business asset class**
- Comprehensive information and analytics at the business level, system level and sector level that are being integrated and harnessed
- Predict **new unit and transfer financing**
- Franchise system creditworthiness is assessed to a **Rating Agency** standard



Small Business Opportunities

Franchise Financing

- Over **40,000** business financing transactions annually
- A **4.4 percent lending shortfall** between franchise demand and credit
- Many types of lending is suitable for platform lending