



Franchise Business Proposal



1

Who are we?
What do we do?

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What is AdopteUnMec?

AdopteUnMec is a French **online dating application and website** created in 2007 by Manuel Conejo and Florent Steiner.

What is AdopteUnMec’s concept?

On dating apps, as in real life, men typically assume a more active role, choosing and contacting women in whom they are interested. **AdopteUnMec proposes switching the roles: it is up to women to choose the men they would like to talk with.** Men instead play a passive role, being chosen rather than choosing.

In addition, the website and the application assume **the form of an online store where women are ‘the clients’ and men ‘the products’**. As an example, once a female user decides to talk with any male user, she needs to add him to her ‘shopping cart’.

Why this concept?

This concept originated from insights that both creators had 11 years ago. Manuel and Florent realised that their female friends who were using dating websites were often harassed in the virtual world (just like they were in real life), finding a large number of embarrassing messages from male users in their mailbox at the end of the day. Women have often been annoyed with men’s behaviour on dating websites, but they could never do anything about it.

That is why AdopteUnMec was created: to give women the power to choose who is allowed to send them messages and who they want to talk with. **The concept of AdopteUnMec breaks from traditional cultural practices, placing women in the**

main role as those who make the decision and assume the initiative in the flirting game.

In addition, ironically displaying the website as an online store where women are clients and men the products helps people to not take things too seriously. This fun and entertaining virtual environment thus helps people to start conversations in a light way, easily breaking the ice and allowing for more engaged conversations.

What is AdopteUnMec’s audience target?

This can change according to the market, but in general, the target audience consists of single, straight males and females, ages 18–35 years old, who are open-minded, connected and urban.

Why this name and logo?

Since the website was initially released only in the French market, the name was established in French, literally meaning ‘AdoptAGuy’ in English.

Once the concept was developed and ready to be launched, the founders started to search for a polemic, fun and remarkable name for it. ‘AdoptAGuy’ seemed perfect for a dating website where women choose the men they want, adding them to their shopping cart.

The logo, which is also fun and incites curiosity, explains with a single icon the entire concept of the brand.



How does it work?

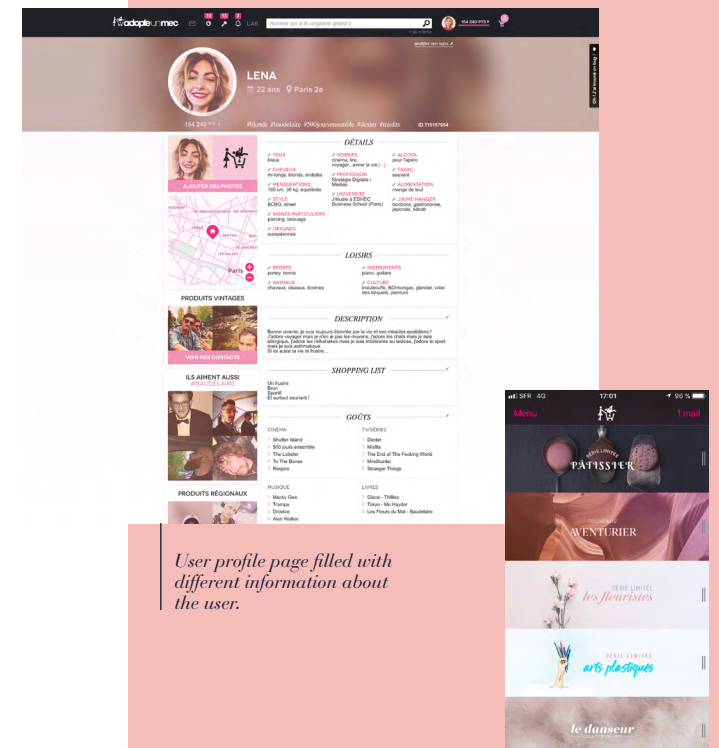
Once you have created your account, you must complete your profile with information regarding your hobbies, personality, what kind of relationship you are looking for and so on.

Then, as a female user, you can use the search tools available on the website and application to look for the men that best fit your needs and expectations. Another option is to surf through the categories (such as muscled guys, geeks, blonds, etc.) of men proposed on the application’s homepage. As soon as you find interesting male users, you can place them in your shopping cart and start a conversation.

It is also important to point out that as a female user, you might receive charms from male users. **Charms describe elements sent by men to call women’s attention.** As a female user, you can accept or decline these. If you accept it, the sender will be able to start a conversation with you. If you decline it, the sender will never be able to talk with you.

On the other hand, **as a male user, you assume a more passive role.** You can also use the search tools to seek a partner that matches your expectations. However, you are unable to start a conversation with women that seem interesting to you, if they have not allowed you to do so. Despite this, you are able to send charms to them, providing a way to call their attention and make them check your profile. After analysing all the information added to your profile and pictures, they might accept your charm, giving you an opportunity to talk with them.

In addition, the information added while filling out your profile (the first step after the subscription is used to qualify and tag you. For example, you will be asked for your hair colour. If you marked ‘blond’, you will automatically be displayed in the blond category of the ‘online store’ (website and application).

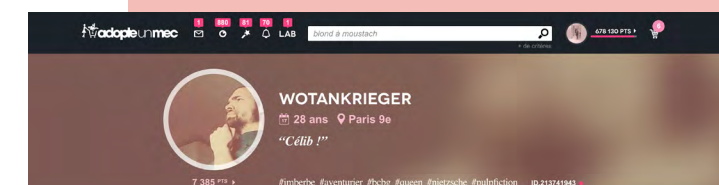


User profile page filled with different information about the user.

App page displaying different categories of men.



Accepting or refusing charms.



User profile page. Men tagged with different hashtags that represent him.

Why is AdopteUnMec different from its competitors?

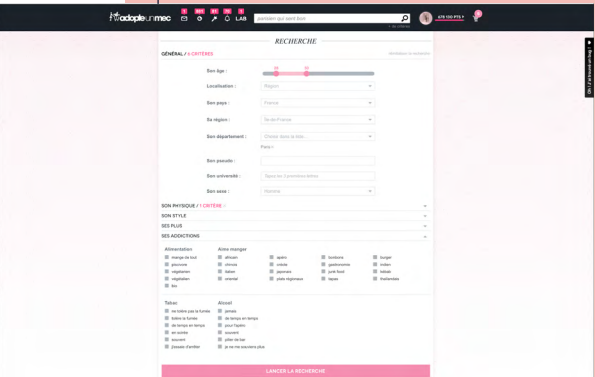
AdopteUnMec presents several differential advantages:

- 1 It represents a fun and light-hearted concept, making the flirting game relaxed and not odd.
- 2 It engages a powerful proposal that breaks from traditional cultural practices, suggesting that women take the first step when it comes to flirting.
- 3 In contrast to its main competitors, such as Tinder or Happn, AdopteUnMec provides its users with the possibility of filling their profile with a great deal of information about themselves. This means that users can choose others based not only on their physical qualities (pictures), but also on their personality.
- 4 The website and the application possess several functionalities, such as a built-in intelligent assistant that enables users to speak natural language voice commands in order to search for other users, or the possibility of researching the ideal match through hashtags, making AdopteUnMec forward-thinking compared to its competitors.
- 5 AdopteUnMec empowers women, thanks to how the application possesses more female than male users (an exception in the sector).

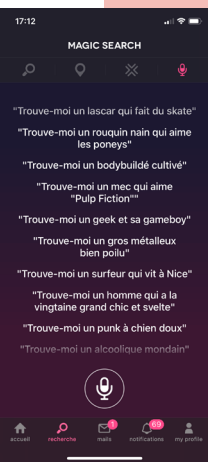
What is AdopteUnMec's brand DNA?

AdopteUnMec provides a **fun, feminine, premium dating app** that grants women the power of choice. The brand employs a special touch of irony, sarcasm and humour, thanks to the style of its website and application, working as an online store where women can shop for men.

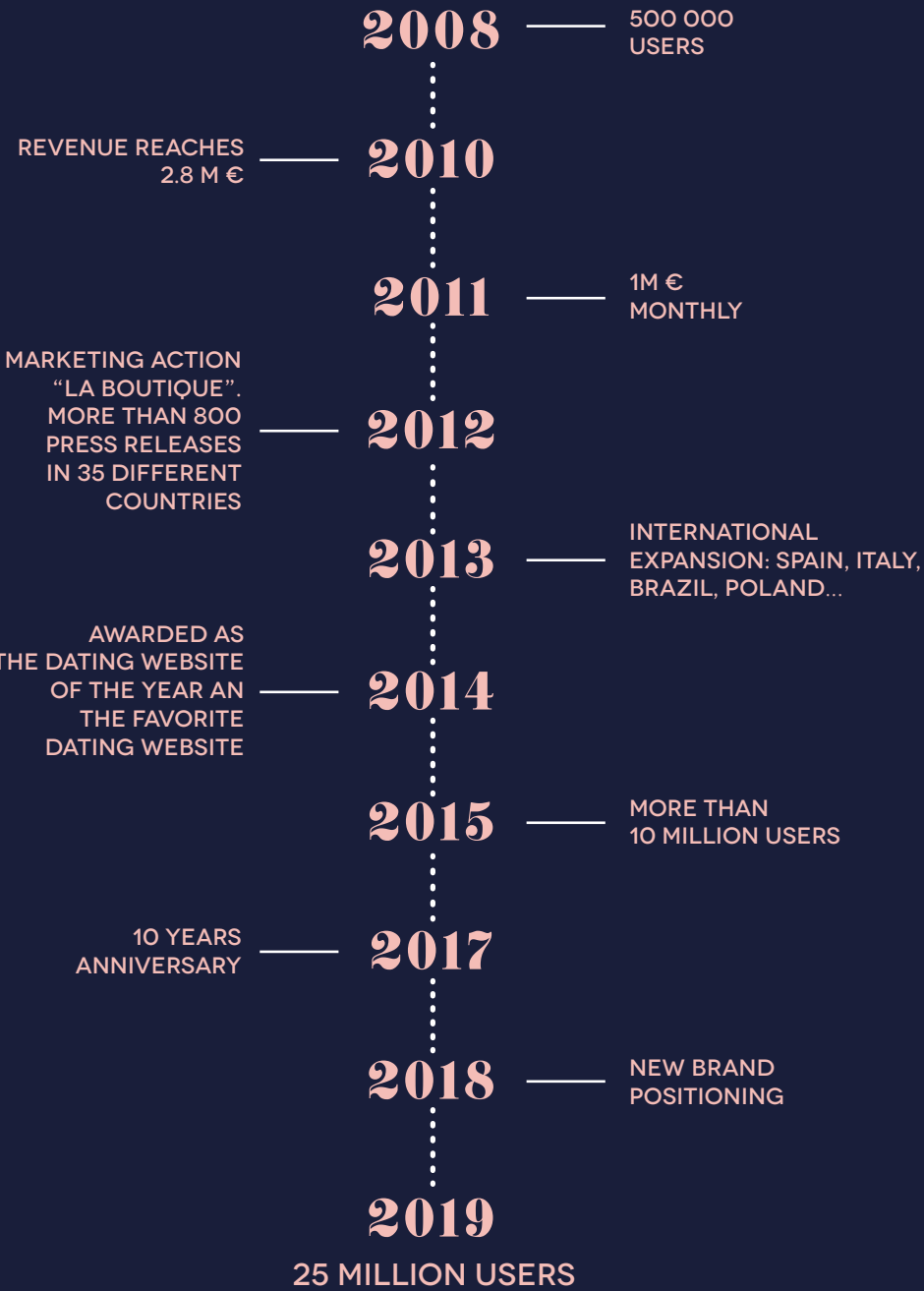
Advanced search page on the website.



Built-in intelligent assistant on the application.



2007 CREATION OF ADOPTEUNMEC.COM





2

Key
Figures

Key Figures.

How many users does AdopteUnMec have?

More than **25 million people** have used or continue to use AdopteUnMec around the world.

What is the percentage of men and women who use the platform?

In France, the main market, AUM reports **40% male users and 60% female**. It is important to point out that this ratio is exceptional, taking into account that the situation differs from our competitors. Usually, online dating platforms possess a massive number of male users and fewer female users.

This ratio can slightly change from country to country.

What is the percentage of users for the desktop and application versions?

This number can vary according to the market. In general, **more people are using the mobile version of AdopteUnMec** through IOS and Android.

What is the average age of users?

The average user age is 29 years old.

How popular is

AdopteUnMec?

According to a study led by IFOP in France, **the brand is known by 90% of French people** between the ages of 18 and 45 years old.

What is the revenue of AdopteUnMec?

The company's average yearly revenue is **27 million €**.

What is AdopteUnMec's EBITDA?

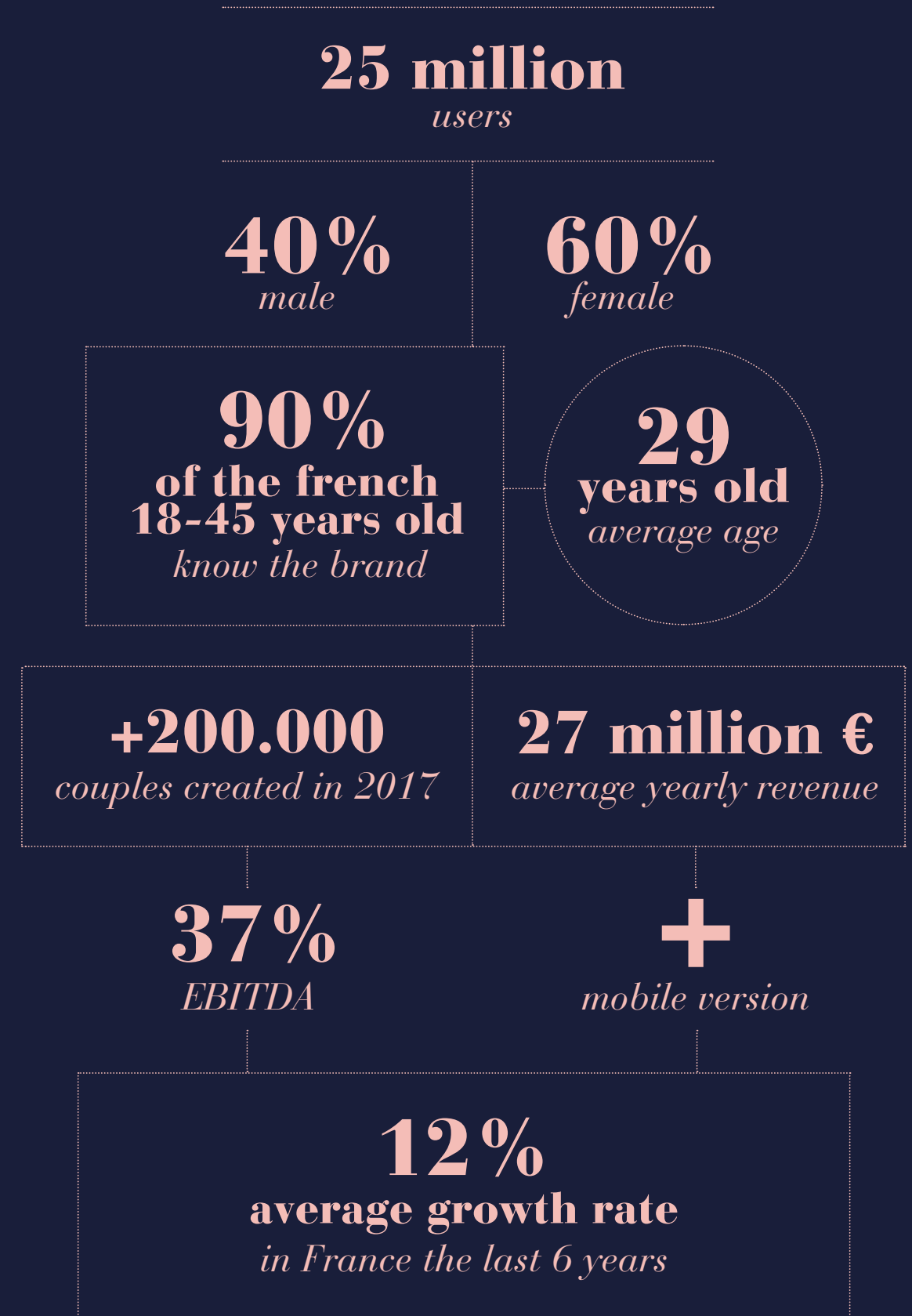
The earnings before interest, tax, depreciation and amortisation represent 37% of the total revenue.

Is AdopteUnMec still growing?

The brand has reached its maximum growth capacity in France, currently remaining stable in this market. **However, over the last six years, the company's average growth rate in this country equalled 12%**. Concerning the other markets, the company presents growth in all of them, varying from country to country.

In which countries is AdopteUnMec present?

France, Spain, Italy, Poland, Brazil, Mexico, Colombia and Argentina represent the company's current markets.





3

Marketing
& Business

Marketing & Business.

What are AdopteUnMec's most famous ad campaigns and marketing actions?

La Boutique AdopteUnMec

This event resulted in worldwide buzz. The idea was simple, but efficient, bringing to real life the concept of AUM's website: a store where women are clients and men are products, ready to be adopted and added in a shopping cart. This marketing action was extremely successful and witnessed more than 800 press releases (on different kinds of media such as TV and newspapers) around the world.

Polemic Billboards

This involved a series of billboards displayed all over France promoting women's power (and consequently, men as objects).

TV spot 'Choose your men'

This series of TV spots presented men characterised as products.

<https://www.youtube.com/watch?v=YOhOTOcnihM0>

<https://www.youtube.com/watch?v=UXMNaU--ZE>

<https://www.youtube.com/watch?v=MkcXDX8Q9ss>

<https://www.youtube.com/watch?v=t0lghF3UYo>

Logo Pictogram Billboards

Billboards displayed all over the French territory. The creativities had nothing—just the brand's logo. Despite this, studies revealed that more than 85% of the audience knew which brand was portrayed by those billboards and what that brand was about. This campaign proved the power of AUM in France (only two other brands were able to communicate with their logo pictogram and nothing else: Nike and McDonald's).

TV Spots: The infinity and The Waltz

The two most recent AUM TV spots inaugurated a new era for the company and its new positioning—namely, one that is more sophisticated, artistic and romantic. These spots are still on French TV until the end of this year, and in cinemas until the end of March.

<https://www.youtube.com/watch?v=DUT1ohkE5I0>

<https://www.youtube.com/watch?v=SDdcxHf0XxM>



*La Boutique by AdopteUnMec.
Event in the city-center of Paris.*



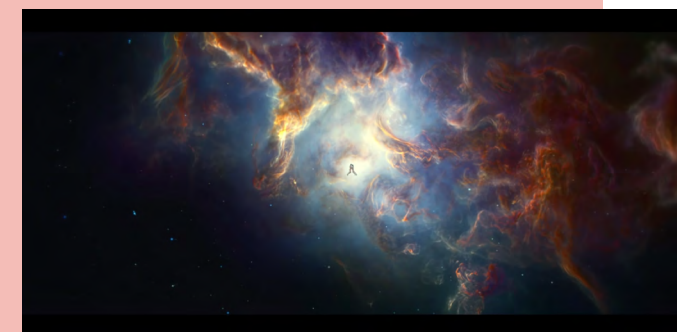
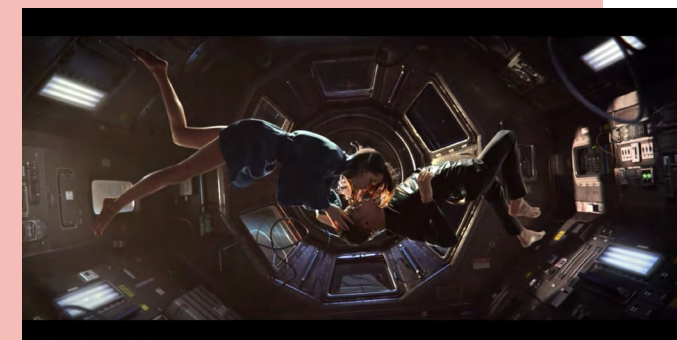
*Billboards released all over the french
territory displaying only the brand's logo.*



*Funny and polemic
billboards, released
all over the french
territory.
There were, comically,
representing different
styles of men as
products.*



*TV spot where
men's physical
characteristics were
analyzed as if they
were products.*



*The two most recent TV spots, bringing the
brand to another level: more sophisticated,
artistic and romantic.*

On which social media platforms is AdopteUnMec present?

AUM employs active pages on Facebook, Instagram and YouTube.

How many fans does it have on Facebook?

It possesses approximately 1.2 MILLION Facebook fans.

Is AdopteUnMec often in the press?

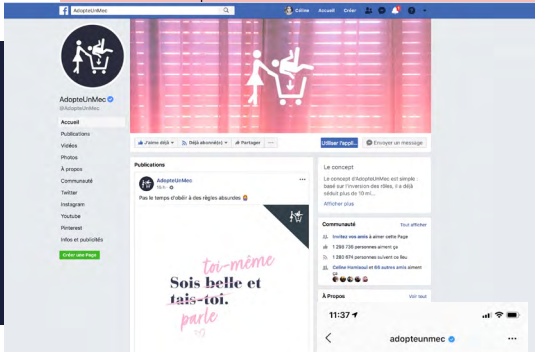
The brand is often mentioned on the news in France and in the other seven markets where it is present. There have been over 8 000 releases and mentions on different types of media.

AdopteUnMec,
*The dating app the most possessed
by French Women **

**Research led by Ogury, july 2017*

Dating website of the year
(Euro Dating Awards 2016)
**The most popular
website of the year**
(MetrixLab)

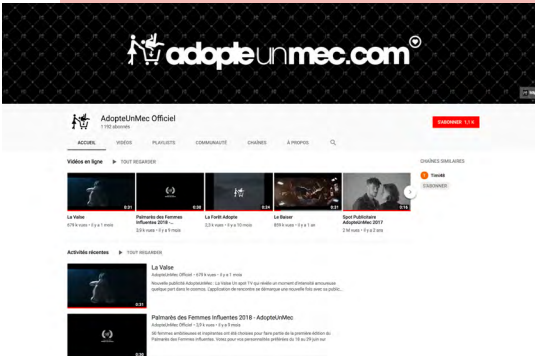
Facebook page
AdopteUnMec



Instagram page
AdopteUnMec



Youtube page
AdopteUnMec



How does AdopteUnMec generate revenue?

The company generates revenue through subscriptions. Male users in particular need to subscribe if they wish to use all the functions of the application and website. Without a subscription, one can only surf and check profiles, being unable to read or send messages to other users.

Usually, a male user will have three or four formulas of subscriptions (varying from market to market). Each of them possesses a different duration (example: 1 week / 1 month / 6 months) and provide the user with a different limited number of charms (the virtual element that men can use, sending them to female users in order to call their attention).

The number of charms is renewed monthly; however, some users spend all of them before their subscription renewal. For these cases, charm packs are proposed as complementary offers to the subscriptions, allowing men to improve the limited number of charms they possess monthly.

On the other hand, female users do not need to pay for access to the different functions of the website and application; the service is totally free for them.

It is important to point out that the monetisation presents slight differences according to each market. Subscription options are adapted according to the needs and expectations of the local target. Several tests have been conducted in order to identify the best subscription formulas for

each country. The evolution of the offers is constant and always follows the market insights.

How much does it cost?

Prices are diverse, following an important variation according to the market. In France, for example, the cheapest subscription costs 30 €monthly (this price can be considered elevated compared with the competitors). In Brazil, by contrast, the cheapest option costs approximately 5 €being cheaper than some of the competitors.

Why does AdopteUnMec utilise different brands and apps instead of a global brand like its competitors?

Possessing different local brands grants AdopteUnMec an advantage of being able to create adapted applications that better fit the needs of different markets in terms of design, offers and content.

Does AdopteUnMec have any investors?

The company possesses no external investors and is not available on the stock market (nor does it aim to be). Despite the power of the brand today, the founders have always wished to keep AUM an agile company, free of bureaucracy, where decisions can be made efficiently and quickly. For that, it is important to keep the company lean, free of the influence of several external decision makers. However, from its founding until today, AUM has still always continued to grow organically.



4

The
Franchise

The franchise.

After years of organic growth in Europe and Latin America thanks to its own resources, AdopteUnMec is now aiming to expand into new markets through a new business model based on a partnership: Digital franchising.

Why is AdopteUnMec looking for partners to expand into new markets?

AUM possesses considerable potential, wielding a powerful brand, a strong concept and an efficient product. It is certain that the company possesses all the elements required for a successful launch in new countries. However, after years of market research and analysis, it is also clear to the company that some markets are extremely difficult to penetrate. Cultural differences, a high degree of competitiveness, a lack of local expertise and the desire to maintain a lean company with small teams represent some of the issues making AUM's expansion into markets such as the USA, Japan and China extremely difficult and risky. That is why the company is ready to provide its products, know-how and brand heritage to a local partner that is able to make the best of it, generating revenue.

How will this partnership work?

It is simple: AdopteUnMec provides its partner with a ready-to-go solution (including its products, know-how, communication, marketing-ready campaigns and so on). The partner exploits the solution, generating revenue. In exchange, the partner pays a one-time franchise fee plus a percentage of sales revenue.

What is included in the fees?

- A ready-to-use and locally adapted website and application (tried and tested products)
- All the necessary designs and décor for the website and application
- Detailed techniques for running and promoting the business (based on experienced and tested know-how)
- Employee training
- One dedicated correspondent
- Ongoing help in promoting and upgrading the products
- Technical support
- Ready-to-use communication and marketing campaigns

Which brand name would we use in the new markets?

The company has already registered several potential brand names for every country in the world (in case of the brand being released in new markets). However, these names are not definitive; the registrations were made for the sake of prevention.

The official name for new brands will be defined together with the franchisee. The logo must remain the same, however; no modifications to the logo will be accepted so as to maintain the brand's DNA.

Which adaptations will you be able to perform in our market?

Adaptations will be possible for the design of the creativities present in the application and website, the texts, the research criteria, the profile information, the prices, the monetisation (with the sole condition of not selling ad spaces on the platform) and any other element that is essential to make the product and the brand more accepted by the local target.

Every adaptation and modification will require an agreement between the franchiser and the franchisee.

Why would this partnership be successful?

The alliance of the franchisee's knowledge of its local market with the successful product and know-how of AdopteUnMec constitutes the perfect formula for generating important revenues for both sides.

