



# International Presentation

March 2023

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TRUST THE MIDAS TOUCH.

# The International Automotive Industry

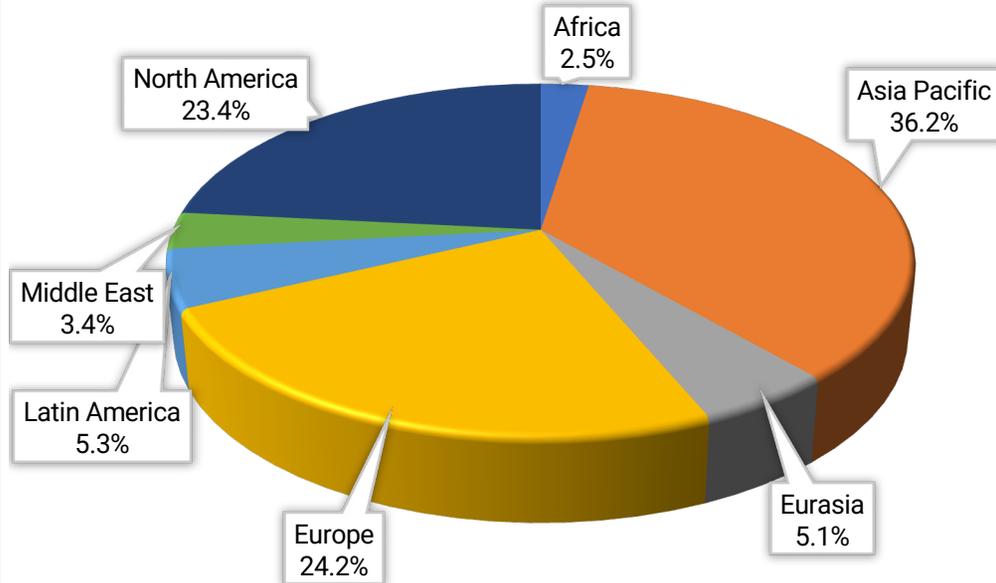
- ❑ Auto Care Industry Market Capitalization: \$435.8B (2021) \*
- ❑ Total Vehicles On The Road: 288.4M (2021) \*
- ❑ Average Vehicle Age (Cars & Light Trucks Only): 12.1 Years (2021) \*

DIY auto repairs have become increasingly difficult due to onboard computers and increasingly intricate systems.

More people internationally rely on professionals they can trust to perform work on their cars, trucks, and SUVs. It's easy to see why auto repair is a multi-billion-dollar industry.

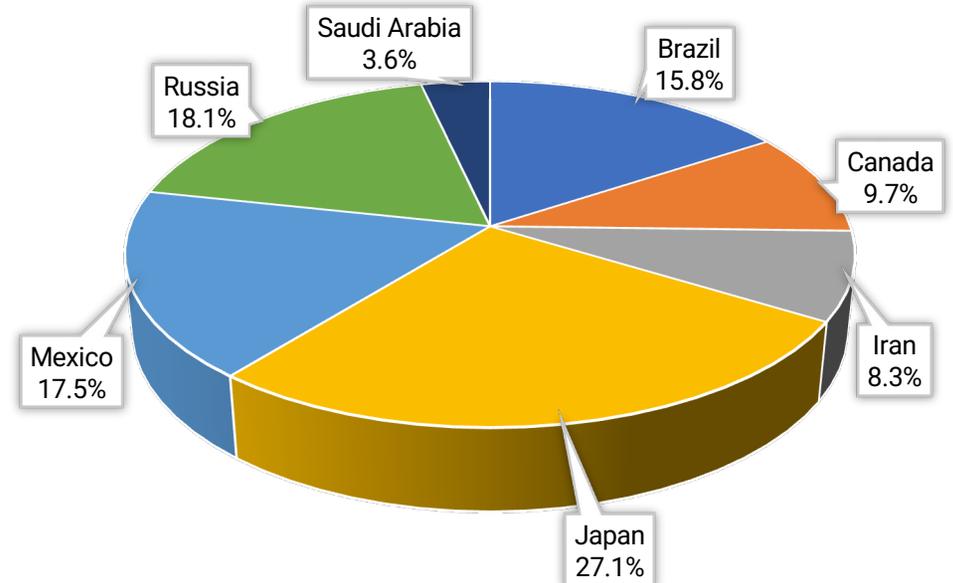
### Vehicle Registrations: Global Regions

1.46 Billion Total Registrations Worldwide



### Vehicle Registrations: Major Countries

Total: 273.4 Million (18.7 % of Global)



\*data reflective of US market only

# Who Is Midas?®

In 1956, Midas began life as a groundbreaking auto repair outlet with a reputation for service, quality, and reliability.

Now after 65 plus years, and more than 2,100 locations the success story continues thanks to the tireless efforts of Midas® franchisees and employees, whose neighborhood focus and day-to-day involvement fuel the worldwide appeal of our famous brand.



**1956**

**1st Midas muffler franchise opens in Macon GA**

**1957**

**100 Midas locations operating in 40 states**

**1961**

**Midas enters Canada with locations in Ontario & Quebec**

**1979**

**Brake service program launches nationally**

**1993**

**Midas introduces the Standards of Service Program; it becomes the basis for the Industry's Uniform Inspection Guidelines**

**2008**

**Midas acquires the 'SpeedDee Oil Change & Tune-Up' franchise system**

**2012**

**Midas becomes a wholly-owned subsidiary of TBC Corporation, one of the largest marketers and distributors of replacement tires in the USA**

**2016**

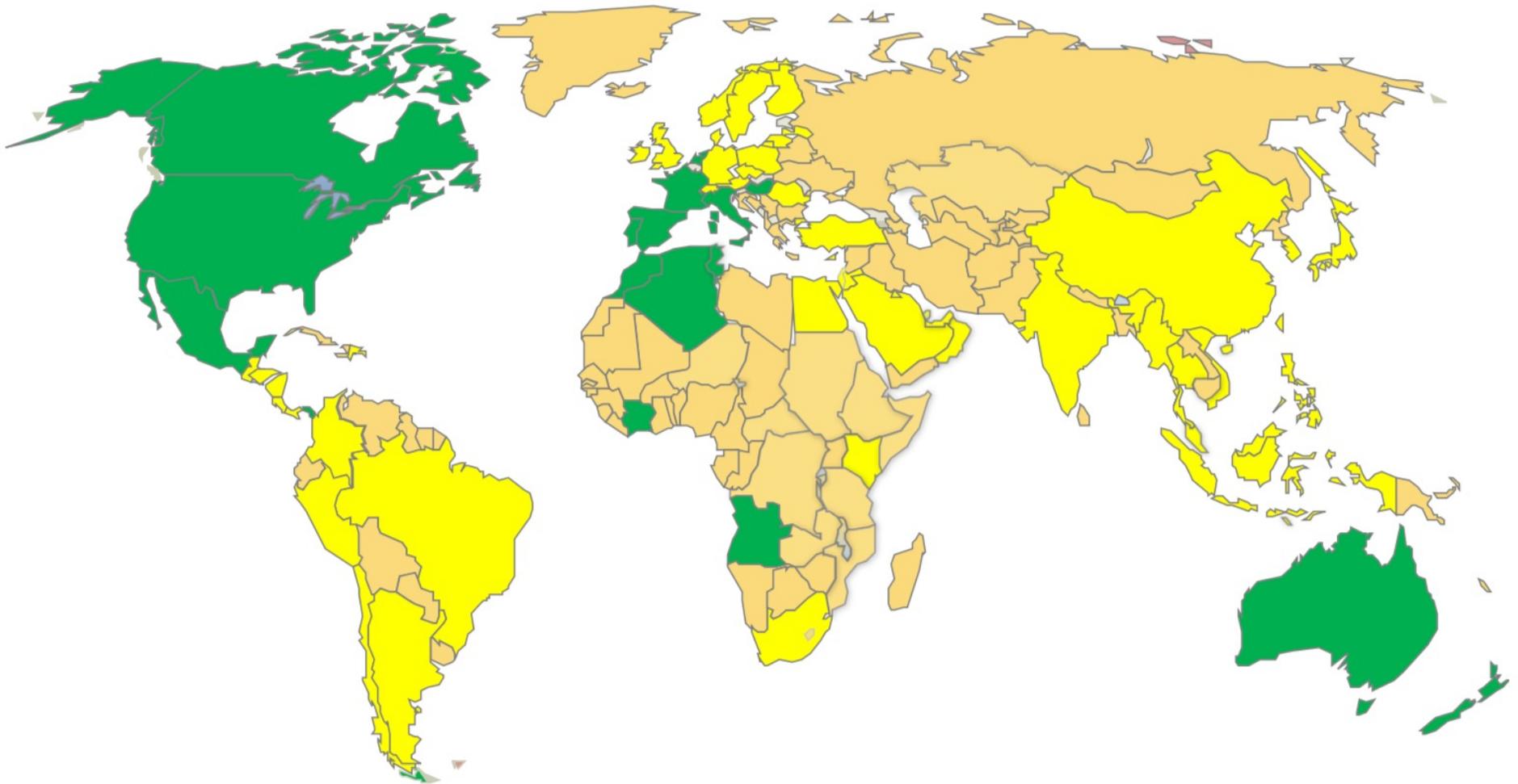
**TBC sells 'SpeedDee Oil Change & Tune Up'**

**PRESENT**

**Midas continues to expand with more than 2,100 locations worldwide.**

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# Where In The World Is Midas® Now?



Over 2,100 Midas® Stores Worldwide \*

\* Green – Currently Operating  
\* Yellow - Available to License  
\* Figures as of March 2023

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# How Midas® Compares To Similar Businesses

## The Midas® Difference

Special Aspects of Our Brand	Midas®	Firestone®	Meineke®	Jiffy Lube®	Goodyear®	Local Auto Service Centers	Franchise Auto Dealers
Over 2,100 locations Worldwide	✓	✗	✗	✓	✓	✗	✗
Been in business for over 65 years	✓	✓	✗	✗	✓	✗	✗
Currently operating in 20 countries	✓	✗	✗	✗	✗	✗	✗
Offers complete Auto Care	✓	✓	✓	✗	✓	✓	✓
Owner of National Tire Distribution Network	✓	✓	✗	✗	✓	✗	✗
TBC University - online e-learning website with over 440 courses	✓	✗	✗	✗	✗	✗	✗
Franchising since 1956	✓	✗	✗	✗	✗	✗	✗
US Top Quartile Average Annual Gross Revenue: \$1,575,574 USD <small>(2022 US Midas FDD - Item 19)</small>	✓	✗	✗	✗	✗	✗	✗
Independent Auto Shop Conversion Program	✓	✗	✗	✗	✗	✗	✗
2023 - Ranked #1 in category by Entrepreneur: Automotive Repair and Services	✓	✗	✗	✗	✗	✗	✗
Aligned with Michelin®, the World's Largest Tire Manufacturer	✓	✗	✗	✗	✗	✗	✗

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# Midas® Is The Complete Auto Care Solution For Consumers

## COMPLETE AUTO SERVICES

### Auto Repair Service

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We take care of **EVERYTHING** — brakes, tires, oil changes — all your auto repair needs

Midas® offers complete auto care for your customers vehicle. Whether it's time for their next factory recommended maintenance visit, a routine oil change, new tires, or repair services on your brakes, muffler and exhaust, suspension, air conditioner, or any other mechanical or electrical component of their car, Midas® is in their neighborhood and ready to serve our customer base.



**Oil Lube & Filters**



**Tire Service & Repair**



**Brakes**



**Routine Services**



**Alignment**



**Suspension & Front End**



**Batteries**

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# Complete Auto Care

Midas offers complete auto care for your vehicle. Whether it's time for your next factory recommended maintenance visit, a routine oil change, new tires, or repair services on your brakes, muffler and exhaust, suspension, air conditioner, or any other mechanical or electrical component of your car, Midas is in your neighborhood and ready to serve you.

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## **BRAKES & BRAKE REPAIR**

From the brake pedal to hydraulic brake fluid, brake master cylinder to power brake booster, drum brakes to disc brakes and electronic anti-lock brake sensors, Midas technicians know every part of your brake system inside and out and can perform brake repair on any make and model.



## **OIL CHANGE**

Oil is the lifeblood of your engine. It reduces friction, lessens wear, provides lubrication, forms a seal between the pistons, rings and cylinder walls while helping to cool engine parts. Without the cleaning action of new oil, carbon and varnish buildup would be toxic to the engine.



## **TIRE SALES & TIRE REPAIR**

Midas technicians will inspect, rotate, and balance your tires, as scheduled by your vehicle's manufacturer. And when it's time to replace them, we will determine the correct size and kind of tire you need for the car and make sure they are properly installed.



## **EXHAUST SYSTEM SERVICES**

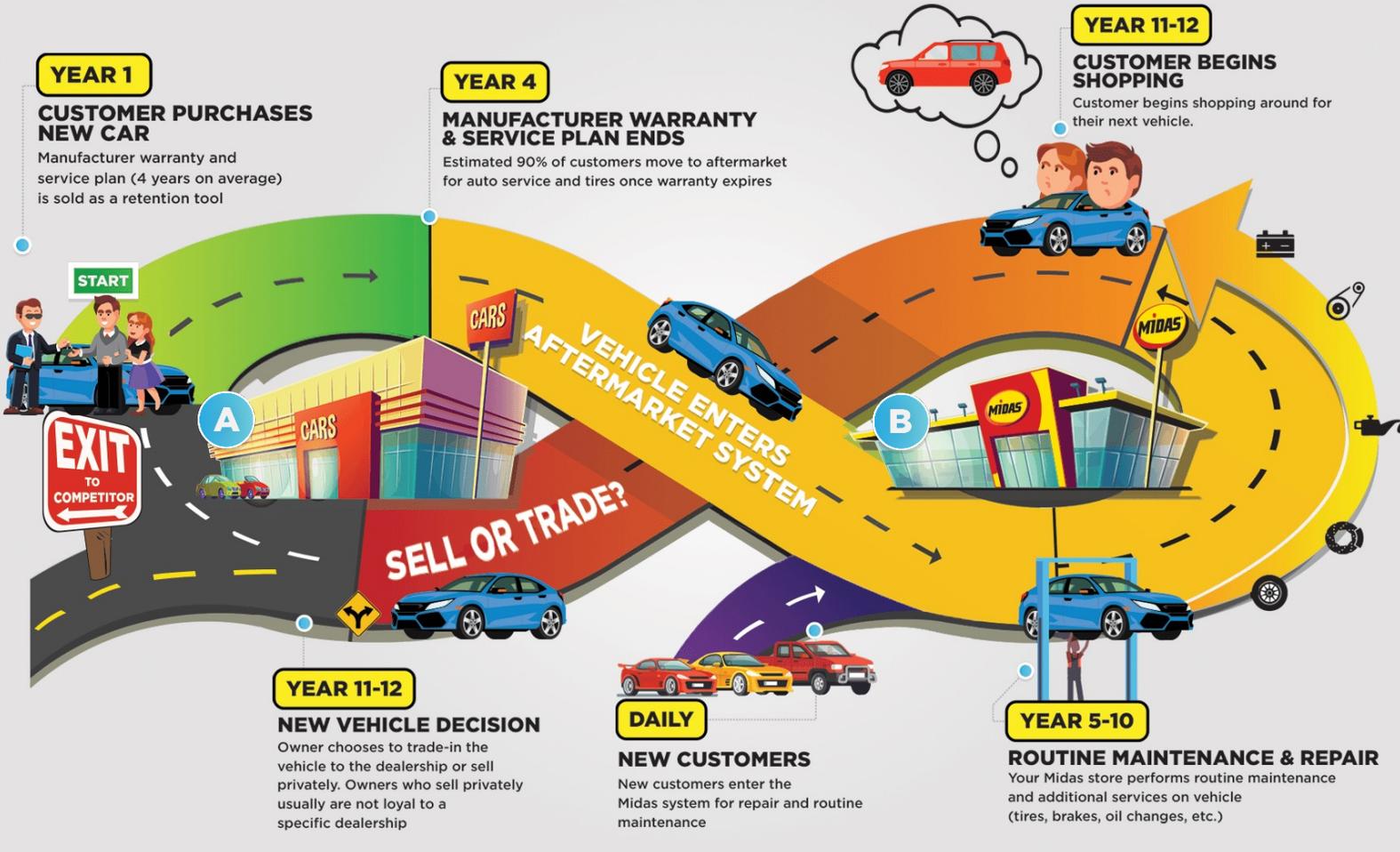
You may think your car's exhaust system is designed only to reduce noise, but it is also responsible for reducing harmful emissions from entering the atmosphere. Properly functioning mufflers and exhaust systems not only sound better, they are better – for you, your car, and the environment.

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# Typical Vehicle Service Lifecycle

HOW YOUR DEALERSHIP BENEFITS

**A + B**



- Dealership is able to monitor service habits of customer
- Dealership can determine when the customer is going to begin vehicle shopping
- Dealership can purchase tires and other products from Midas store
- Dealership can use Midas store for sourcing/training technicians
- Dealership can improve marketing message and targeted campaigns to customers
- Dealership can market to new customers who have not purchased from them
- Dealership has exposure to Fleet accounts that use different vehicle brands

HOW YOUR MIDAS BENEFITS

**B + A**

- Midas can identify which customers are nearing end of warranty and marketing to them
- Midas can purchase OEM products from Dealership

**A** AUTOMOTIVE DEALERSHIP **B** MIDAS

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# Our International Licensee Training

- ❑ New Licensees attend training classes held in Midas' headquarters in Florida, USA
- ❑ Training consists of two weeks of in class training that will cover topics from the history of the Midas brand to in-store operational processes and marketing
- ❑ Training also consists of 1 week of in-store training at a local Midas location where licensees can practice hands-on what they've learned in the classroom



Midas® International offers over 440 training courses online at [www.tbcuniversity.com](http://www.tbcuniversity.com) to advance the skills and career development of its valuable employees. The culture of ongoing and continuous training is a key reason for the high level of expertise of Midas® staff, which is a key competitive advantage in the automotive industry.

# In the News

Franchise Times List of 2023 Top 500 Franchises

2023 Top Global Franchise - Entrepreneur Magazine

Franchise Times  
**TOP 500**



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# Interested In Becoming A Midas® Licensee?

## Our International Licensee Profile

- Current experience as an operator in an auto related business
- Knowledge of and/or access to supply chain resources
- Access to appropriate retail real estate
- Access to a required minimum of \$5M (USD) capital investment
- Experience as a franchisor, franchisee or area licensee helpful
- Ability to build, own and operate at least 5 Midas® stores before sub-licensing is allowed within a territory

## Midas™ License Candidate Companies

- Successful multi-brand licensing groups in the auto sector
- Licensees of large U.S. retail franchises
- Auto Care businesses that could be converted to Midas®
- Local auto dealerships
- Convenience store operators with car service bays

Contact Us To Learn More About Midas®



Thank you!

Contact William Edwards for more information on  
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