



# Free Your Toes...<sup>®</sup>



2010  
ICSC Hot Retailer  
Award Winner!

Environmentally  
Responsible  
Retail



Flojos

havaianas

Gimme...  
Erica...the Pro Surfer-size 10



*Live...*

*Work...*

*Play...*

With Your

Toes Exposed!

*Erica...  
Yessssss!*

Erica...

the Pro Surfer-size 10



# Live...Work...Play With Your Toes Exposed!

## FLIP FLOP SHOPS REAL ESTATE SPECS

- Flip Flop Shops stores cost relatively little to build-out, open and operate
- Optimum location size is 500 - 800 Sq. Ft.
- High Traffic Malls & Lifestyle Centers and Non-Traditional locations
- Optimum Co-tenants: Sunglass Hut, Journey's, Hollister, Abercrombie, Aeropostle, Victoria Secret, Pac-Sun, etc.



# Flip Flop Shops Franchise Company

## The Core Consumer

- Young to Mid Adults
- Age 20-52
- 60% Female/40% Male
- Middle to High Income
- Active Lifestyle



## The Core Consumer Statement – Internal Use Only

I'm not just a really cool store for flip flops and sandals, I'm a flip flop lifestyle...I love the water and everything about it, whether I'm surfing at Rincon with friends, or standing at the water's edge in Tofino, while the waves pull the sand out from under my feet, back to the sea...I love it. I ride powder in Canada, bike the backcountry of New Zealand and raft down the Colorado. I love adventure and traveling. I keep up on the latest fashion trends and make up my own. I sometimes go to bed with salty skin and the smell of the ocean after a day of surfing. I take care of my environment and help out my favorite charity. I love music and singing along with my favorite songs playing on my iPod while driving my Jeep. My flip flops are an extension of who I am and what I stand for. I live, work and play with my toes exposed while wearing the freedom of flip flops on my feet.



# Free Your Toes!

➤ Lifestyle Videos Playing on Flat-Panel TV

➤ Natural Cork Flooring

➤ Energetic, Feel Good Vibe Music

➤ Recycled Particle Board

➤ Water-Based Paints

➤ Sun Tan Oil Scent via Scent System

➤ Energy Efficient Lighting



Environmentally Responsible Retail™



# Flip Flop Shops Franchise Company

## the Vision

To establish Flip Flop Shops® as the **authentic** global leader in marketing casual flip flops & sandals. To be the #1 franchised retail chain of flip flops & sandals throughout the world by building a breakthrough brand and world class franchise system.

## the Mission

We will offer the hottest brands and latest styles in an environment that provides the consumer with a unique retail experience. We will achieve this through a community of franchisees whom we will support and lead. The satisfaction of our consumers and profitability of our franchisees will be our top priority.



# OUR LEADERSHIP



**RITZCAMERA**



# The Flip Flop Shops Franchise Company

## the Team



### the Advisor - size 10

#### Chris Zimmerman

Zimmerman is currently serving as the President of **EastonBell Sports** prior to that he was President and CEO of **Orca Bay Sports & Entertainment/Vancouver Canucks**. Prior to his appointment in Vancouver, he was President & CEO of the **Nike Bauer Hockey** brand, where he utilized his passion and knowledge of the game to drive sales, marketing, research, design and development, and operations for one of the world's leading and most-recognized manufacturers and developers of hockey equipment and apparel. During his term, the business recorded significant growth and regained its number one position in the hockey equipment market.

Prior to his term with **Nike Bauer**, he was General Manager of **Nike Golf USA**, where he helped lead the re-launch of **Nike Golf** and established the brand as a truly authentic player in the industry. During his tenure, **Nike Golf** recorded significant revenue and market share growth as it entered the highly competitive golf ball and gold club segment of the industry.

Before joining the **Nike Golf** Team in 1998, Zimmerman spent 16 years in a variety of senior advertising positions. From 1995 to 1998, he was the USA Advertising Director for the **Nike** Brand and created work that helped grow the **Nike** Business from \$3 billion (US) to \$5 billion in sales.

Prior to joining **Nike**, Zimmerman was a Senior Vice President at **Saatchi and Saatchi Advertising** in New York, where he directed the advertising development for brands such as **Tide**, **Wendy's**, **Champion Sportswear**, **Finesse Shampoo**, **Kenner Toys**, and **LifeSavers Candy**. He was a member of the account team for **Wendy's** during the development of the highly successful "Where's the Beef" campaign.

Zimmerman devotes many hours to community initiatives and most recently served on the Board of Directors for Special Olympics New Hampshire, continuing a similar role he held in Oregon. Zimmerman resides in Vancouver, B.C. with his wife, daughter and son.



# The Flip Flop Shops Franchise Company

## the Team



the Advisor - size 8  
Susan Bunda

**CNN** news executive Susan Bunda is currently serving in her newly created position of executive vice president of content development and strategy and World Wide Operations for **CNN Worldwide Inc.** Bunda's responsibilities include developing programming for **CNN** consumer platforms and marshalling **CNN** talent, resources and experience on wide-ranging business initiatives. She is based in Atlanta at **CNN** world headquarters.

Prior to her newly appointed position, Bunda served as senior vice president of news for **CNN/U.S.**, where she oversaw the network's Atlanta-based programming and all editorial content from **CNN's** domestic bureaus, as well as the medical and science & technology units. She helped lead **CNN's** coverage of Hurricane Katrina and its aftermath, the South Asia tsunami, Pope John Paul II's funeral, the 2004 presidential campaign and elections and the continuing war in Iraq. She also was instrumental in the creation of I-Reports, content submitted from viewers from their cell phones, cameras and other devices.

Previously, Bunda was senior vice president of talk shows and guest bookings for **CNN/U.S.**, an executive producer with the **CNN Special Events Unit** and executive producer of the legal analysis show **Burden of Proof**. She joined **CNN** in 1987 as a producer and writer. Earlier in her career, she was with **WWMT** in Kalamazoo, Mich., and **WMAQ** in Chicago.

Bunda majored in communications and minored in journalism at Western Michigan University. She is an executive member of Women in Cable Telecommunications and served on the inaugural diversity committee at **CNN**.



# The Flip Flop Shops Franchise Company

## the Team



### the CEO - size 10

Darin Kraetsch

[theCEO@FlipFlopShops.com](mailto:theCEO@FlipFlopShops.com)

Kraetsch is a Co-Founder of **FFS Holdings, LLC** the parent company of **Flip Flop Shops Franchise Company, LLC** and has been serving as CEO for both since 2007. The company is the world's first retail chain exclusive to the hottest brands and latest styles of flip flops and sandals from big names such as REEF, Sanuk, Flojos, VANS, havaianas, OluKai, Cobian, and O'NEILL. The recipient of the International Council of Shopping Centers' prestigious "Hot Retailer Award," **Flip Flop Shops** began franchising in January 2008 and has already been recognised in the **Entrepreneur 500** list as well at the INC 5000. **Flip Flop Shops** is an Environmentally Responsible Retailer™ and encourages the world to Free Their Toes®.

Kraetsch previously spent over five years as a Co- Founder, Principal and Officer for **Raving Brands Holdings LLC**, the Atlanta-based leader in the fast-casual dining industry which consists of nine of the fastest growing franchise brands in America. The company was ranked #1 in Fast Casual magazine's "Top 100 Movers and Shakers." The company's flagship brand, **Moe's Southwest Grill**, a 2005 Inc. magazine Top 25 Company, was rated 6th in Fast Casual magazines "Top 100 Movers and Shakers" and was awarded the prestigious award of "Hot Concepts of the year" from the industries top trade publication, Nations Restaurant News.

Kraetsch is one of the founding Partners of the **Raving Brands** multi-concept portfolio. Kraetsch brought a tremendous amount of past expertise in helping to create a successful franchise system as the foundation for the explosive growth of this now dominant 800 unit parent company. During his five year career at **Raving Brands** he served as Executive Vice President and has had direct oversight for the Real Estate and Store Development divisions for all nine brands as well as the company's overall strategic plan. Kraetsch also served as Brand Leader, Franchise Sales Director and assisted in the company's International growth and has co-founded and helped design several of the company's current concepts.

Prior to becoming a Principal with **Raving Brands**, Kraetsch held several key management positions during the critical start-up phase with Scottsdale, Arizona based franchisor **Cold Stone Creamery, Inc.** He is credited with being a vital member of the initial team that built the franchise system of this now category leading concept as well as one of the most successful franchise systems in America. Kraetsch has had direct responsibility for training, operations, compliance as well as research and development. Kraetsch was one of the original five employees that helped build this company from the ground up in the mid 1990s. He was also a partner in the first Area Development Company in Southern California as well as an owner of the first store to open in that market. And as Vice President and Principal for the Southeast Area Developer he was instrumental in introducing **Cold Stone** franchises in Georgia, Alabama, and Florida.

Kraetsch earned a bachelor's degree from Arizona State University, and is a member of the **International Council of Shopping Centers (ICSC)**, **International Franchise association (IFA)** and served on the **Nation's Restaurant News Hot Concept "Council of Sizzle."** Kraetsch currently lives in Atlanta with his wife and two sons.



# The Flip Flop Shops Franchise Company

## the Team



### the President - size 10

Brian Curin

[thePresident@FlipFlopShops.com](mailto:thePresident@FlipFlopShops.com)

Curin is the president and co-founder of **Flip Flop Shops Franchise Company**. In his role, he oversees franchise development, brand direction , public relations, franchisee relations and buying. Most recently he held the position of managing partner of **The Windsor Realty Group**, a leader in providing site selection and commercial real estate solutions to franchise organizations throughout North America. Prior to joining Windsor, he became **Raving Brands'** first vice president of marketing. Curin oversaw marketing and branding for the entire Raving Brands portfolio which consists of nine brands. The company was ranked #1 in Fast Casual magazine's "Top 100 Movers and Shakers." The company's flagship brand, **Moe's Southwest Grill**, a 2005 Inc. magazine Top 25 Company, was rated 6th in Fast Casual magazine's "Top 100 Movers and Shakers".

Curin came to **Raving Brands** from **Cold Stone Creamery**, North America's largest ice cream chain, where he played a major role in building the franchise system from 75 units to 1000 units for the multi-million dollar company, making it one of Entrepreneur magazine's 100 fastest growing franchises. By successfully building the marketing department from scratch, he put **Cold Stone** on the map. Curin also was the area developer and multi-unit franchisee for **Cold Stone** throughout the Caribbean. He was responsible for all aspects of franchise development, brand development and marketing direction for **Bahama Bucks Franchise Corporation**, a privately held franchisor of retail outlets offering shaved ice, smoothies and tropical drinks. He jumpstarted his marketing career with **Premium Cigars International, Ltd.**, the nation's largest marketer of premium cigars, where he was instrumental in the initial public offering. Also building a partnership with **Cigar Aficionado** and **Smoke Magazine**, the cigar program was in 99 of the top 100 convenience store chains in the U.S. and Canada.

Curin graduated from Columbia College in Chicago, Ill., with a bachelor of arts in marketing communications and a minor in brand management. He continued his education at Eco-Escuela in San Andres, Guatemala, and earned a mini-MBA in franchise management. Curin is an avid snowboarder, skier and waterman. He resides in Vancouver, B.C. with his wife and three daughters.



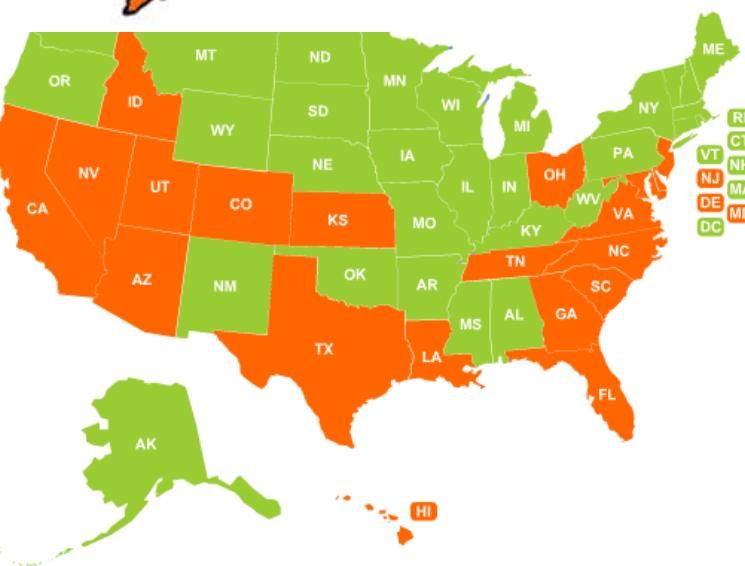
OVER 95 SHOPS IN 3 COUNTRIES!

GOAL OF 236 (30 IN CANADA) SHOPS BY 2013!



Kitsilano, West Edmonton Mall, Orchard Park Mall

Opening Soon In:  
Toronto, Calgary & Vancouver Island



# ICONIC LOCATIONS



CHANDLER FASHION CENTER



General Growth Properties

Taubman  
World Class Shopping



westcor



West Edmonton Mall



## Hottest Brands Latest Styles

**Hurley**

**O'NEILL**

**REEF**

**cobian**

**Flojos**

**VOLATILE**

**Olukai**  
Premium Footwear

**havaianas.**

**ROXY**

**Quiksilver**

**KUSTOM**

**DEEP Minded**

**Simple**  
shoes for a happy planet™

**SOLE**

**teva**

**sanuk**

**AKRO**

**DVS**

**VOLCOM**

**SCOTT HAWAII**

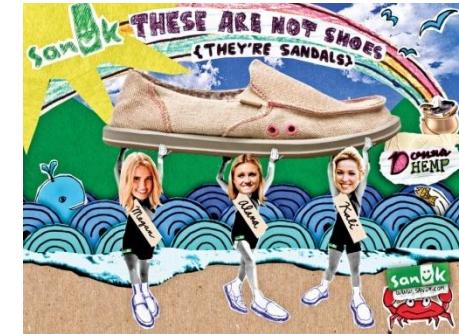
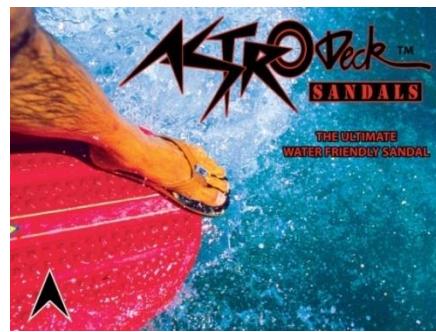
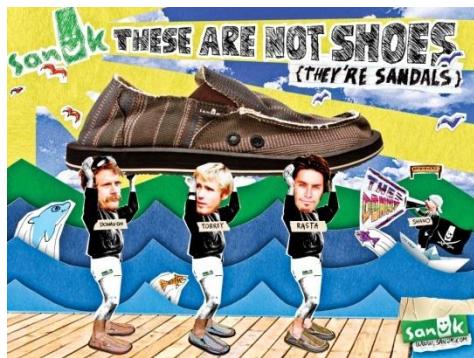
**RAINBOW SANDALS**

**MARGARITAVILLE**  
SOLES OF THE TROPICS

**GRAVIS**

**(SOle) rebels**

# Hottest Brands Latest Styles



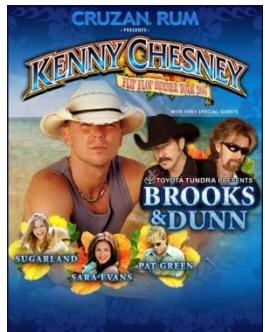
# Flip Flop Shops Franchise Company

## INDUSTRY OVERVIEW

- Flip Flops represent a 20 Billion dollar world wide industry
- Market share has begun to shift towards mid to lower priced casual shoes, as shown by the consumer price index for footwear that has been steadily declining since 1998
  - The past four years have seen a significant increase in the sales of rubberized footwear
- Flip Flops have become mainstream fashion wear due to featured appearances in popular media, such as HBO's *Sex and the City*, a style leader in women's fashion
  - Flip flops have transformed from beach wear into a versatile form of footwear with many unique styles and designs
- Women and men aged 18 to 45, account for the majority of flip flop purchasers and wearers. This demographic is a strong consumer base that is actively marketed to, and possesses a high amount of disposable income



Havaianas flip flops will be featured in the Oscar nominee gift basket and at the Red Carpet Oscar Suites as well Oparah. The simple, little flip flops with the humble origin are making their way to the season's hottest events and have become **The Global Youth Uniform**



Northwestern University Women's Lacrosse Team



Evangeline Lilly





# Flip Flop Shops





# Flip Flop Shops

Live... Work... Play  
With Your Toes... Unleashed!



Unleash Your Toes...







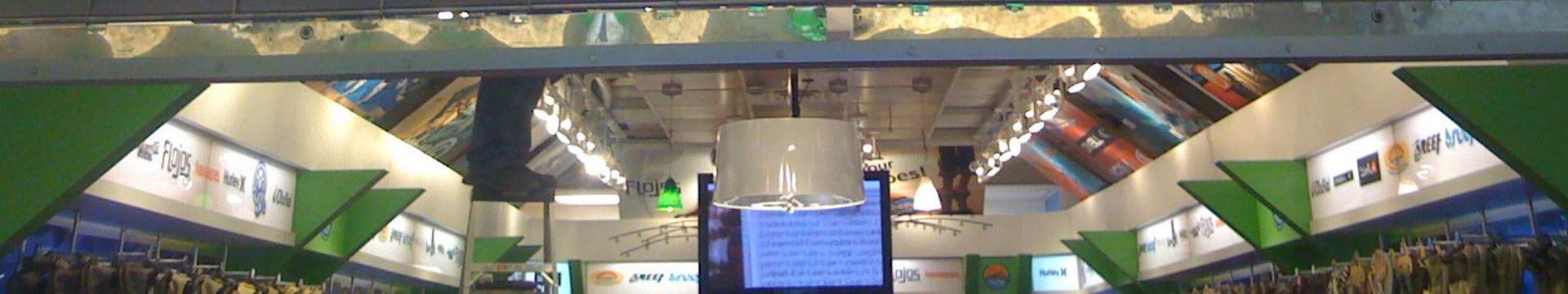
# Flip Flop Shops



# Flip Flop Shops



# FLIP FLOP SHOPS





# Flip Flop Shops



Free Your Toes!

Another Quality Job  
by  
AIAK Design LLC  
800.325.3823



# Flip Flop Shops





**Free  
Your  
Toes!**

Foca...the Pro Surfer-size 10









**reef**  
Reefing Company

**Free**  
Erica...th



**Sanuk**  
**cotu**  
**REEF**  
Reefing Company





A well-lit store interior featuring a large display of flip-flops and sandals. The store has a tropical, beach-themed aesthetic with warm lighting and wooden paneling.

The display area is organized into several sections:

- Top Row:** A variety of flip-flop styles, including solid colors and patterns like leopard print.
- Middle Rows:** Large quantities of flip-flops displayed on tiered shelves. The colors range from dark browns and blacks to lighter blues, whites, and neutrals.
- Bottom Row:** A final row of flip-flops, mostly dark-colored, displayed on a lower shelf.

The store's branding is visible on the ceiling and walls:

- Brands on the ceiling:** Flip Flop Island, REEF, VANS OFF THE WALL, cobian, OlaKai, havaianas, and O'NEILL.
- Brands on the walls:** Flojos (multiple signs) and Sanuk.
- Other elements:** Wicker baskets on the left, green spherical lamps, and a small display counter on the left side.





Free  
Your  
Toes!



Flojos

RAINBOW SANDALS



Hurley X OluKai reef



Flojos



Sanuk



REEF



Volcom

Hurley X



OluKai



reef



Flojos



RAINBOW SANDALS



Volcom



REEF



Rainbow



Cobian



roxy



# Free Your Toes!



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Erica Hossain

