

BOXY
LAND



FRANCHISING



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We've got space for your business

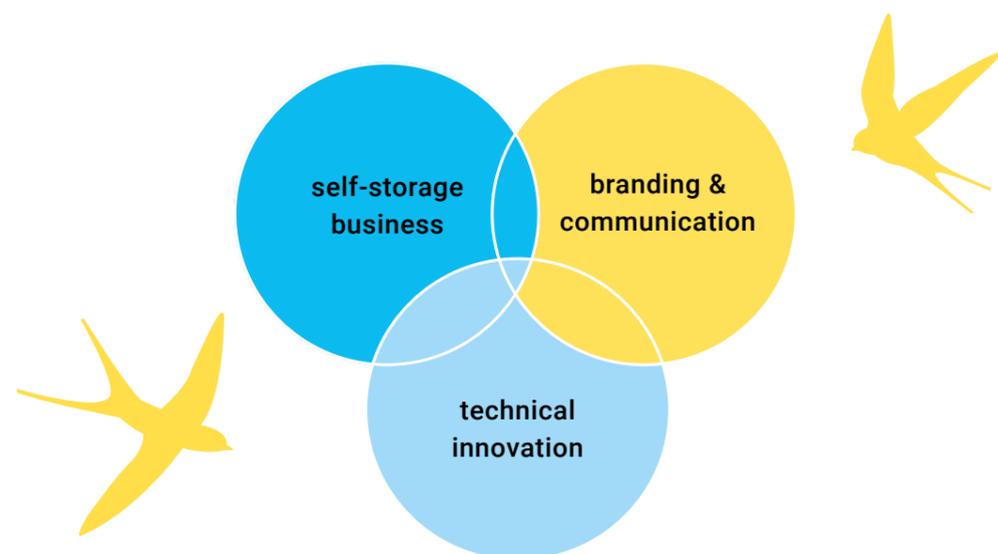
You can have your BOXYLAND, too! Become our franchise partner and launch your business successfully. We strive to be as close at hand as possible. Together, we can grow a network of self-storage branches that make people's life easier.



Under the wings of a functioning business

We're offering a proven business concept and a flexible brand with successful market presence that is constantly evolving. Profit easily and simply thanks to a unique know-how, which we will serve up directly to you.

The BOXYLAND brand combines the constantly growing self-storage concept proven by years, unique visual identity and marketing communication, and an innovative technical solution.



If you own a space that you can't rent out permanently, if you are tired of constantly searching for tenants and want to give your commercial space a fresh perspective in a constantly growing industry, BOXYLAND is the ideal solution.

Our visual identity will make you instantly recognizable and your space will get an eye-catching promotion, which we update regularly thanks to our company's marketing through image ad campaigns.





As our partner, you'll get full access to a range of technical tools that will make your business efficient and highly innovative. As times change, so do we. A modern online and offline solution makes life more convenient not only for you, but also for your customers.

Furthermore, we can advise you on maximizing your return on investment and help you find premises or plan their layout.

- ✓ Complete technical solution concept
- ✓ Assistance with finding the right location and layout
- ✓ Integration into our unique web application
- ✓ License to use our trademark and brand visuals
- ✓ Synergistic effects within the network
- ✓ Marketing concept
- ✓ Territorial protection
- ✓ Financial planning assistance
- ✓ Controlling and benchmarking
- ✓ IT support and customer service



Great not just on the outside

BOXYLAND is not just a nicely packaged opportunity. It is a well-thought-out concept with its own philosophy, attributes, and values, created to offer as much efficiency and comfort as possible.

Boxyland.com is a platform for contactless customer service. In most countries, we are one of the few self-storages that provide the entire rental process for the customers as a contactless ONLINE service.

The boxyland.com app provides:

- options for selecting the currently available storage Boxes
- conclusion and termination of contracts
- automated invoicing and regular collection of payments
- tool for monitoring the reporting (KPIs) of your branch – dashboard
- info on availability, sales, invoicing, collection of payments
- overview on customers, rates, contracts, invoices, and ending leases



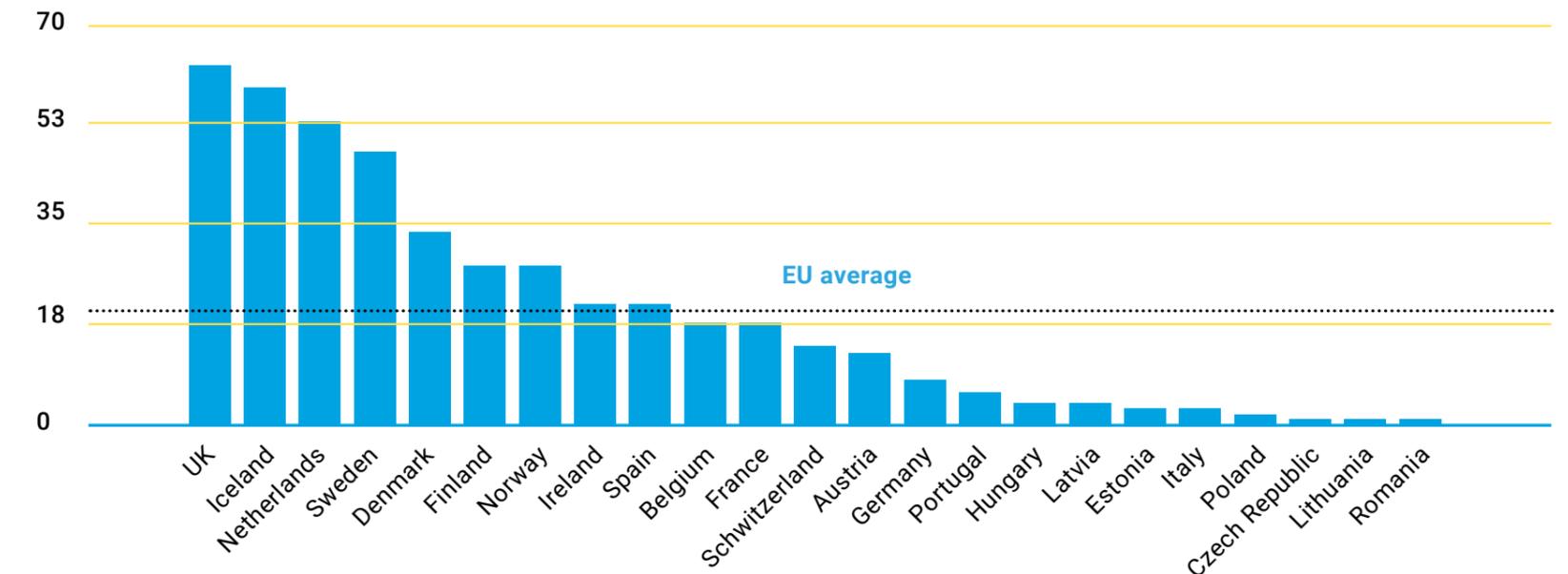
Grow in a rapidly evolving market

Self-storage business is a separate sector of the real estate industry, also called the “alternative real estate”. It is most common in North America, Australia, and Northern Europe.

In Europe, over 80% of the overall self-storage square meters are located in just 6 countries, making it a highly regionally concentrated business. However, this concentration keeps decreasing significantly year after year due to rapid development in other parts of Europe.

Lettable floor space in m2 per 1000 inhabitants

Source: www.fedessa.org



Trends that will affect the direction of the self-storage sector

1. The growing number of people living in cities and denser construction increases the demands on urban space, making the walking distance of services crucial.
2. Rising housing costs in Europe are making an urban real estate less and less affordable. People will opt for rental housing and live in smaller spaces. However, they will still need some space for their hobbies and business.

Self-storages will be in demand in cities and places with high population density and within walking distance for customers. Similar to small “corner shops”, they will become an additional service to residential housing and repurpose empty commercial spaces.

In the physical world, people will use storage services similarly to the way they use cloud services as IT solutions. Rather than investing in their own “infrastructure”, they will simply pay for a service that meets their current needs.



Our cooperation criteria

We are looking for reliable and serious partners with basic business knowledge, who are motivated by success and achieving their objectives, while fulfilling their financial obligations.





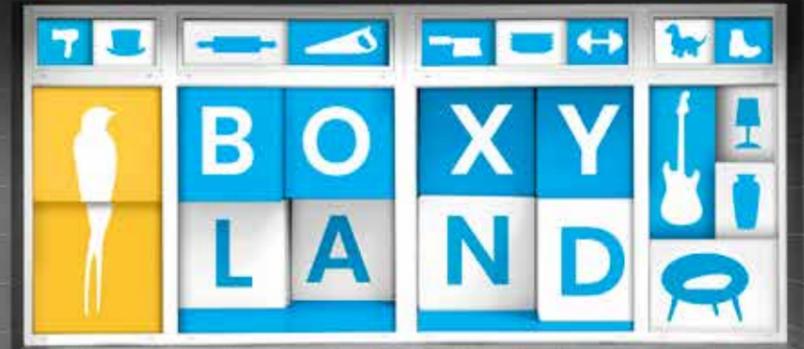
BOXYLAND is a suitable investment for those who...

- ✓ Want to have their own business
- ✓ Want to make extra money in addition to their job/other business
- ✓ Have an available property
- ✓ Want to invest in a promising real estate industry
- ✓ Want to be a part of an attractive network and gain new contacts and experience
- ✓ Expect an average percentage return on investment in double digits
- ✓ Believe that online solutions will rule the world





BOXYLAND.COM  SELF-STORAGE ALL YOU NEED IS SPACE

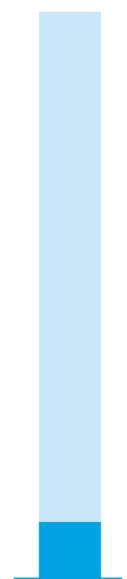


Fees and investments

- Each partner pays a one-time (entry) fee of 70 EUR/m².
- Depending on the size of the premises, it is between 10,000 and 35,000 EUR.
- Regular (monthly) fee in the amount of 10% of achieved revenues.
- Investment in the reconstruction of the premises according to a defined model (approximately 100 – 200 EUR/m²).
- Operating costs of your premises (electricity, internet, etc.).

achieved sales

10% monthly fee



Franchisee responsibilities

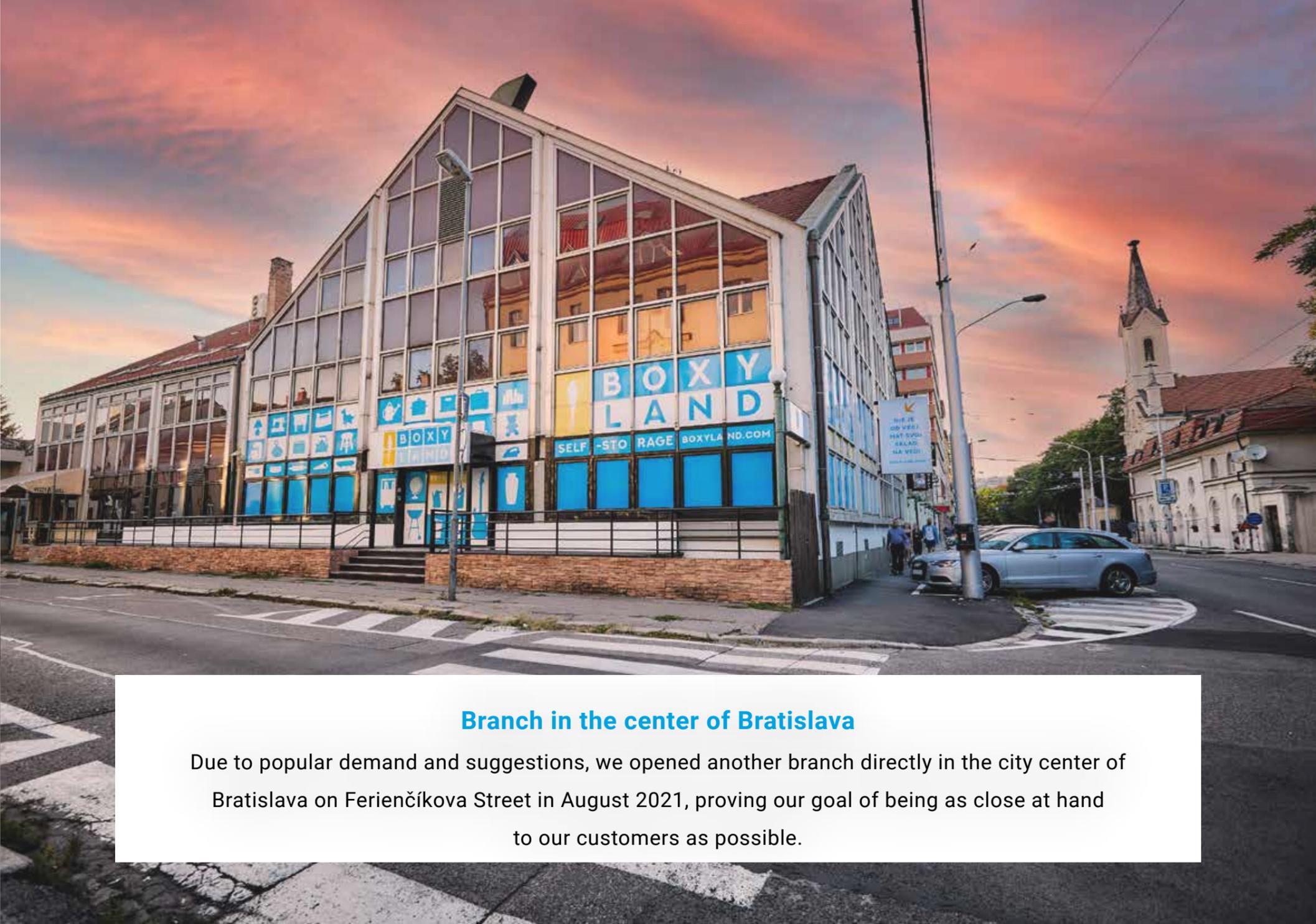
- Space is just the beginning. If you have not yet found your own property, we will find it together.
- Transforming it into a branch will be one of your tasks. However, we will come up with its design together (storage layout, safety equipment, branding on the windows, etc.).
- You will be responsible for operating the branch. We will integrate you into our app where you will see reporting and all information about customers, payments, and your business. At the same time you will actively address operational situations or possible complaints.
- Ensuring the quality of services, maintaining good reputation of our company, and loyalty towards customers and partners is a given.
- It is advisable to support the business with your own local marketing that respects the corporate identity of the BOXYLAND brand.



Dlhé diely branch

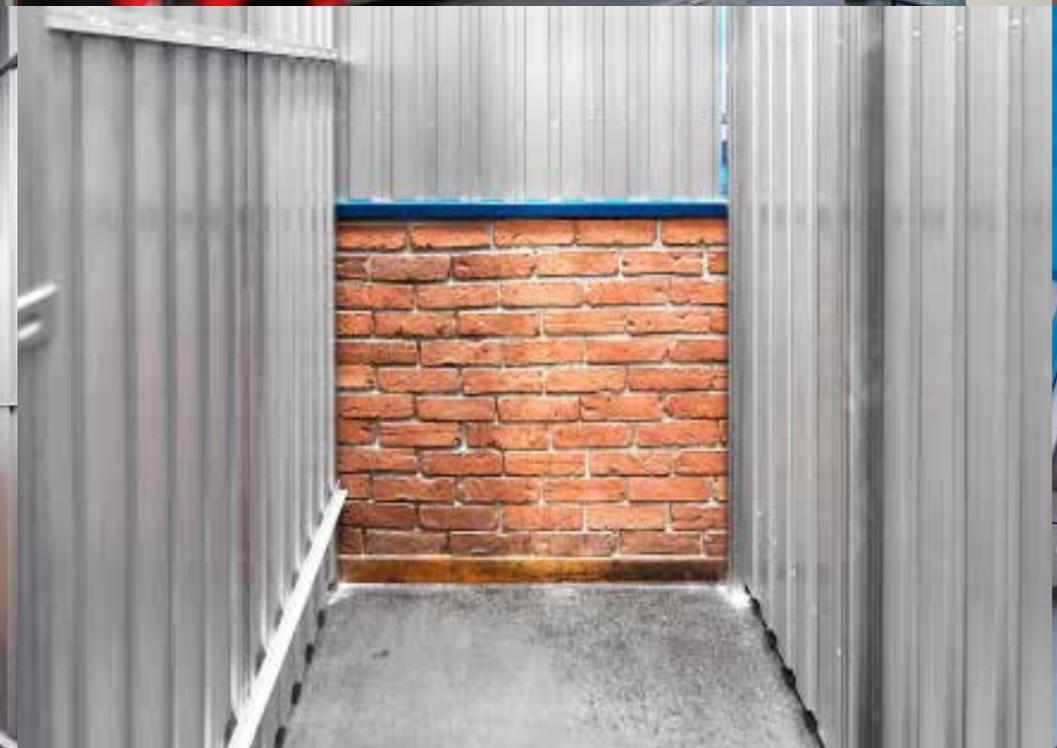
We opened our first branch on Majerníkova Street (Dlhé diely) in Bratislava in November 2020.

The success of this “pioneer branch” has gradually lead us to opening more of them...



Branch in the center of Bratislava

Due to popular demand and suggestions, we opened another branch directly in the city center of Bratislava on Ferienčikova Street in August 2021, proving our goal of being as close at hand to our customers as possible.



Step by step to your own business



BOXYLAND, s.r.o.
(Franchisor)

We help you find the right location.
We approve the premises.

Together we come up with the remodeling concept, the scope of construction work, the locks, cameras, windows, etc.

We perform supervision.

We integrate you and your premises into our app.

We launch an initial marketing campaign and promote your premises.

The BOXYLAND app processes the rental procedures (contracting, invoicing, collection of payments via an integrated payment gateway).

We collect rent and send you a regular revenue reduced by 10% fee and gateway charges.

For our monthly fee we provide an IT infrastructure, a functioning app, high-level brand marketing, and product development.

Concluded contract.
The partner pays a one-time entry fee.



Partner
(Franchisee)

You pay for project documentation and proposals as part of your investment.

You remodel your premises following all standards (via contractors or by yourself).

You open your franchise branch.

You're given access to the reporting of your branch. You can see the concluded contracts, payments, availability, information about customers and invoicing, etc.

You run the branch and monitor your earnings. We stay in touch, share information and improve our services.



“Self-storage has proven to be recession-resistant and is projected to have a CAGR (compound annual growth rate) of 134.79% between 2020 and 2025. From 2009 to 2018, self-storage facilities averaged an annual return on investment of 16.9%. This number was higher than office, industrial, retail or apartments during that time.”

Source: Scott Meyers, Forbes Real Estate Council

“Compared to other investment opportunities, mini storage buildings are also more recession-resistant, with the 2008 recession having an average -3.80% compared to industrial at -18.31%, the S&P 500 at -22.03% or retail space at -12.32%.”

Source: Blog, Mini Storage Buildings Potential To Achieve A Healthy ROI, <https://storagebuildingcentral.com>

“In the current scenario, the homeowners and consumers are moving in an intriguing manner when it comes to their material possessions. The housing market favors downsizing to small and compact living spaces. This factor prompts the house owners to decide whether they want to keep or discard certain objects that demand space. In addition, the houses are adopting modern and minimalist aesthetic, like the Marie Kondo trend.”

Source: Self Storage Market - Growth, Trends, COVID-19 Impact, and Forecasts (2021 - 2026)ID: 4622689, Mordor Intelligence



“Globally, more people live in urban areas than in rural areas, with 55 per cent of the world’s population residing in urban areas in 2018. In 1950, 30 per cent of the world’s population was urban, and by 2050, 68 per cent of the world’s population is projected to be urban.”

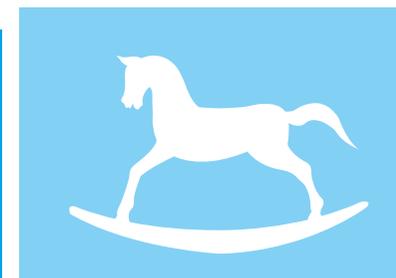
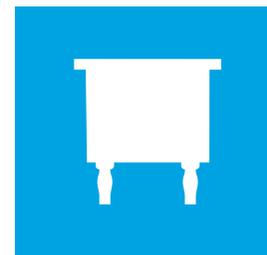
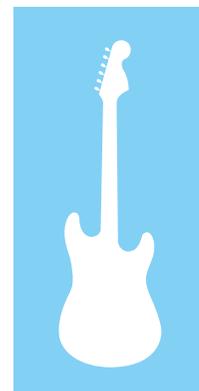
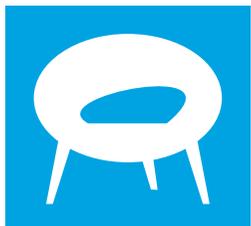
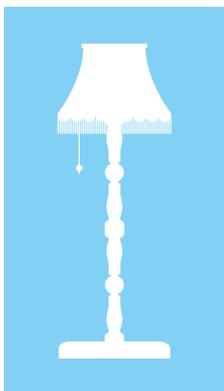
Source: United Nations, World Urbanization Prospects, The 2018 revision

“The self storage industry across Europe have remained largely unaffected by the pandemic.”

Source: European Annual Industry Report, FEDESSA



ALL YOU NEED IS SPACE



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