



How to become part
of the HOLZKERN Team:

Our Franchise Concept

Let's be reminded together daily,
By the symbol of the tree's annual rings,
To make the absolute best out of our time.



AGENDA

1. An introduction to Holzkern
2. An interview with our founder
3. Our franchise concept
4. Our offer | Our expectations
5. Our stores
6. Your path to becoming a franchisee

OUR MISSION

Today's world is characterized by a wealth of information and seemingly unlimited opportunities to shape our lives. Despite great prosperity, many people feel overwhelmed by the countless amount of options and experience excessive pressure to perform, high levels of stress and self-doubt on a daily basis. A time out in nature allows for rare moments of deceleration in everyday life, and thereby creates the necessary time for gratitude

and reflection on those things that are really important to us.

Do you share our vision and attitude? Then let's take the next step toward a franchise partnership together and, on an equal footing and with plenty of entrepreneurial spirit in the coming future, act with determination to bring the conscious use of time into the center of everyday life.

Keyword Gender

We attach great importance to the equality of all genders. For the sake of easier readability, only one wording is usually chosen in the text of this brochure. However, the relevant terminology always refers to all genders.

AN INTRODUCTION TO HOLZKERN



OUR STORY

The idea for Holz Kern - a brand of Time For Nature GmbH - was born in 2015 out of a love for nature. Beginning as a small Startup Business, Holz Kern, an Austrian watch and jewelry manufacturer based in Vienna, has grown within a few years into Europe's leading brand for watches, bandlets, jewelry and sunglasses made from wood and stone.

OUR CONCEPT

Natural diversity - by combining the one-of-a-kind grains of hardwoods and the distinctive structures of stones, each product becomes a wholly unique piece of nature.

A huge range of designs - we have more than 800 different designs made from WOOD and STONE - in all possible colors and forms.

Production in small amounts - this makes our products even more special and individual.

Multifunctional products - quartz, automatic, solar and hybrid watches with a variety of functions are encased within classic and elegant designs.

OUR PRODUCTS

For the manufacture of our products, we use elegant and robust hardwoods (FSC certified) from a wide variety of regions worldwide. Thanks to their light weight and unique haptic, this gives our models a truly distinctive and one-of-a-kind wearing comfort.

By using only natural hardwoods, each product from Holz Kern retains its inherent uniqueness. In addition to using particular species of hardwood, we also use high-quality stone types for our dials and inlays.



FACTSBOX

Owner:	Elias Ferihumer
Founding year:	2016
Office headquarters:	Wien
Employees:	139
Customers:	ca. 800,000
Shipping to:	98 countries
Stores:	Berlin, Munich Donaueschingen, Stuttgart, Vienna, Innsbruck, Salzburg

AN INTERVIEW WITH OUR OWNER

“Uniquely Natural. Naturally Unique.”

– is more than just a slogan for us. It explains our close relationship with materials that have been useful to all civilizations at all times in human history due to their uniquely special properties: **WOOD** and **STONE**.”



“More giving than taking –
and creating the
maximum possible
added value together!”

QUESTIONS:

What are Holzkern’s motivations behind the idea of pursuing a franchise concept?

Our mission is to appreciate the value of uniqueness through encouraging deceleration in everyday life, and to experience natural diversity in order to create moments for gratitude and reflection on those things that are really important to us. To make this added value possible for a very large community, we need fantastic partners, ambassadors and fellow campaigners who are committed to walking this path together with us.

What is particularly important to you about working with franchisees?

Today’s diversity allows us as a company to always be open to new things, which is why we set great ambitions for ourselves at all times. The most important thing for us is a strong inner attitude of wanting to make a difference. Partners who have the ambition to constantly develop themselves and others, who see every day as a new opportunity to develop their own potential, and who are courageous enough to leave their comfort zone and expand it daily – these are exactly the right people for us.

What is the future vision for Holzkern franchising?

With the goal of carrying and strengthening our mission beyond our core markets (DACH region) in the coming years, internationalization is needed – and that is why we want to work with committed partners to expand together on an international level.



An interview with Elias Ferihumer



YOUR ENTRANCE INTO THE HOLZKERN FRANCHISE SYSTEM:

ONE-OFF ENTRY FEE

System joining fee: 5.000 €

ONGOING FEES

Franchise Fee: 5 % (of net turnover)

Marketing Fee: 4 % (of net turnover)

CONTRACTS

Franchise contract to be discussed
at personal interview

FRANCHISE REGION

Defined on the basis of contiguous
postal codes/state catchment area of
at least 100,000 inhabitants.

AFTER SIGNATURE OF THE CONTRACT

The onboarding phase begins (100 days)
Continuous further education & training
Secrecy obligation &
non-competition clause

REQUIREMENTS

Holz Kern Franchising: Full-time employment
Minimum equity capital: 15.000 €

THE HOLZKERN FRANCHISE CONCEPT

Together with HOLZKERN as a strong brand, and you as the central contact person for consumers, you bring an innovative and very positively charged sales concept to your region - you are our ambassador and represent our brand!



HOWEVER, IT IS NOT POSSIBLE WITHOUT ANY ESTABLISHED PREREQUISITES,
WHICH IS WHY WE EXPECT THE FOLLOWING VALUES AND QUALITIES:

- Enthusiasm for sustainability, nature and working with people
- Full responsibility for success - professional in operations and sales
- Understanding of the business model
- Team-oriented - hiring and managing staff
- Sense of responsibility - Structured and solution-oriented thinking

YOU WILL BE SUPPORTED IN ALL AREAS OF YOUR ACTIVITIES AS **A HOLZKERN FRANCHISE PARTNER:**

- **Fit for the future & crisis-proof**
The complete know-how, including the thoroughly well-planned and success-proven Holz Kern concept.
- **Design concept & financing model**
The complete know-how, including the thoroughly well-planned and success-proven Holz Kern concept.
- **Sophisticated marketing concept**
Central marketing for the entirety of the Holz Kern franchise partners as well as scope for individual and local marketing measures.
- **Customer & territory protection**
Our franchise partner is a Local Hero with exclusive distribution rights for a catchment area of at least 100,000 inhabitants.
- **Onboarding phase & advanced training**
Basic training at the Holz Kern head office on all important topics in the context of working as a franchise partner, as well as the possibility of voluntary advanced training and courses.
- **Exchange & collaboration**
The opportunity for communication and exchange with other individual Holz Kern franchise partners.
- **Buddy roles**
With Holz Kern store managers for the first 3 months during onboarding, on both a social and operational level.
- **Fair play & harmony**
Cohesion, support and security in a strong group with support in all matters.

OUR OFFER / OUR EXPECTATIONS

We put our energy into things we love to do, which is why we are looking for people who want to act independently and with a lot of heart - but do not want to go it alone without strong support and partnership. We have deliberately decided against precisely characterizing the perfect franchise partner because part of our philosophy is to always be open to new things.



• **Visibility**

Easily visible store with at least 5-10 m² of window frontage

• **Environment**

Location is king - highly frequented, central location in the direct neighborhood of exclusive stores with a focus on fashion, gastronomy and lifestyle.

STORE CONCEPT

Holz Kern stores are extremely flexible with regard to location and size

LOCATION REQUIREMENTS:



- **Rental space**
50 - 100 m² sales area &
25 - 50 m² secondary area

- **Clean room concept**
High ceilings and bright, preferably rectangular rooms with good lighting

- **Association with sustainability**
Upcycling with natural elements

DO YOU ALREADY HAVE YOUR PERFECT LOCATION IN MIND? **THEN INTRODUCE IT TO US!**

THE WAY TO BECOMING A FRANCHISEE

HAVE WE AWOKEN YOUR INTEREST?

Start uncomplicated and focused at the same time:



1
FILL OUT THE FRANCHISE FORM ONLINE and upload all required attachments – we will then contact you personally.

2
VIRTUAL FIRST MEETING TO GET TO KNOW EACH OTHER and to receive information about the company and the franchise system, and also to discuss ideas and expectations.

3
VIRTUAL SECOND MEETING for a preliminary financing check and joint discussion of the business model as well as the STORE opening plan.

4
ORIENTATION DAY AT THE HEADQUARTERS & AN INTRODUCTION DAY AT A HOLZKERN STORE for insights into the entire support and structure of Holzkern processes and the daily operational routine in a store.

5
Afterwards, we make **the decision** together – whether to take the next step and start a partnership.

6
The franchise contract and the “Holzkern-Bible” will be handed over after successful agreement and signing of the contract, and you will thereby receive the permission to open your own HOLZKERN STORE together with us. You will be given access to all systems and the onboarding phase will begin.

HERE IS HOW YOU GET IN CONTACT WITH US:

