

20 February 2025

**FRANCHISE BRANDS PLC**

("Franchise Brands", the "Group" or the "Company")

**Capital Markets Day**

Franchise Brands plc (AIM: FRAN), an international multi-brand franchise business, is hosting a Capital Markets Day at 2.30pm today.

The event will be hosted by Stephen Hemsley, Executive Chairman and Peter Molloy, CEO and will include presentations from the Group's leadership team as follows:

- Strategic developments & priorities - Stephen Hemsley, Executive Chairman;
- One Franchise Brands: Vision and Strategy - Peter Molloy, CEO;
- A digital approach to integration - Mark Boxall, COO & Beth Peace, Group FD;
- One Marketing - Robin Auld, Group Marketing Director;
- One Franchise Brands: Strategy in action
  - Pirtek Europe - Harald Overwater, divisional MD & Adam Burrows, divisional MD;
  - Water & Waste Services - Steve Chambers, divisional COO, & Beth Peace, Group Finance Director; and
  - Filta International - Jason Sayers, divisional Chairman, Tom Dunn, divisional CEO & John Michals, divisional COO.
- Strategic model - Stephen Hemsley, Executive Chairman & Andrew Mallows, CFO;
- Investment case - Stephen Hemsley, Executive Chairman & Peter Molloy, CEO;

In the presentations, the Group will set out details of the following:

- Update on the strategic progress and priorities over the medium term;
- Introduce "One Franchise Brands", a group-wide strategic initiative to focus on integrating the Group into one business to enhance sales, creating an efficient overhead structure and driving operational gearing;
- Outline the significant opportunities for growth given the small share of large and fragmented markets;
- Set out the strategic model and maximum potential model which underscore the Group's medium-term growth ambitions; and
- Reducing leverage remains a key priority driven by the Group's high cash generation.

The presentation materials and a webcast of the event will be made available shortly after the event on the Company's website [www.franchisebrands.co.uk](http://www.franchisebrands.co.uk)

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**About Franchise Brands plc**

Franchise Brands plc is a public limited company listed on the London Stock Exchange (AIM: FRAN).

Franchise Brands is an international, multi-brand franchisor focused on B2B van-based service with seven franchise brands and a presence in 10 countries across the UK, North America and Europe. The Group is focused on building market-leading businesses primarily via a franchise model and has a combined network of over 600 franchisees.

The Company owns several market-leading brands with long trading histories, including Pirtek in Europe, Filta, Metro Rod and Metro Plumb, all of which benefit from the Group's central support services, particularly technology, marketing, and finance. At the heart of Franchise Brands' business-building strategy is helping its franchisees grow their businesses: "as they grow, we grow".

Franchise Brands employs over 700 people across the Group and over 3,000 people in the franchise community.

For further information, visit [www.franchisebrands.co.uk](http://www.franchisebrands.co.uk)

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