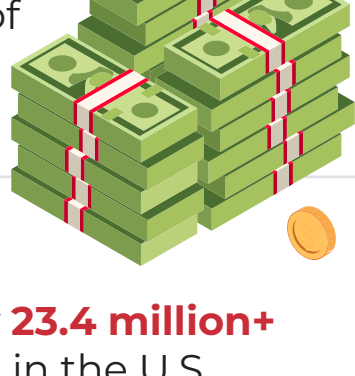


Ivy Kids Is One of America's Fastest-Growing Childcare Franchises



The Industry Is Booming

The early childhood education industry in the U.S. is a **\$60.4B market** that's forecast to expand at a CAGR of 4.18% from 2023 to 2030.



The global early childhood education industry is projected to grow at a CAGR of 10.5% through 2026, for a total value of **\$480 billion**.



There are currently **23.4 million+** children under five in the U.S., putting our services in high demand.

The average American household spends **\$11K** on direct and indirect childcare costs.

Some **94%** of parents believe their children will attend college, demonstrating the importance of preparatory programs like Ivy Kids.



Our Brand Performance Thus Far

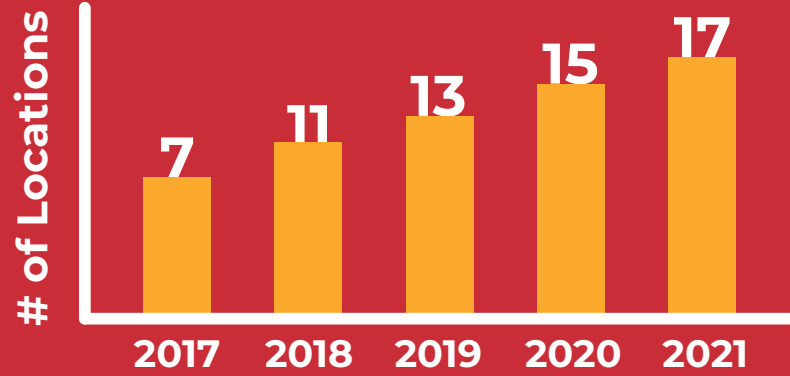
Ivy Kids started in **2003**.

The average franchise revenue was **\$1.9 million** in 2021.



We ran our early learning centers independently for **15 years** before we began franchising, and we still own them today.

The average first-year owner benefit (total take home) EBITDAR was **\$690,189** in 2021.



Our Franchise Locations

Our number of locations totaled **18** in 2021.

We currently have **available territories** in California, Texas, Florida, Tennessee, Georgia, Colorado, and Arizona.

We're looking for areas with a **high demand** for child care.

The ideal markets for our centers are anywhere our franchisees feel comfortable and confident that they'll **make a difference** in their community.

We awarded a **multi-unit agreement** in Georgia in 2021.



Unlike other brands, we're **not** limited by territory restrictions.

Ivy Kids Accolades

The Ivy Kids franchise system has **consistently received many awards and accolades** since we started offering our franchise opportunity in 2016.

Ranked in Entrepreneur's Top 500 Franchises **2021** and **2022**.



Ivy Kids ranked **#23** in Entrepreneur's **2021 Top New Franchises**, and our system has been ranked on the Top 500 Franchises list for **several years in a row**.



Ideal Franchise Candidates

We work with franchisees from many different backgrounds. We look to all areas of expertise.

Some experience in the children's education field could be beneficial, but it is not required. Valuable experience can come in many shapes and sizes.



Some **90%** of franchise owners don't have industry experience.

Similarly, team management may help you adapt to your new role as a franchisee more readily.



Franchise Owner Traits



PASSIONATE
You have a love of kids, a true interest in educating children and serving families, and a serious commitment to providing the best education possible



LEADER
You're committed to daily operations, possess solid business skills, have excellent management skills, and the ability to develop and motivate a strong operations team



VALUE-DRIVEN
You welcome honesty, integrity, and a strong work ethic; you value family time and a work-life balance



BELIEVER
You believe in the power of connecting with and serving your local community and giving back



DREAMER
You've **DREAMED** of owning your own business and providing a legacy to pass down

Industry-Leading Franchise Support

We offer three weeks of comprehensive training at our headquarters in Houston, Texas; we'll teach you everything you need to know about running an Ivy Kids franchise, including record keeping, enrollment, hiring, and more

We support each franchisee by providing ongoing, continuous support from an experienced team that's dedicated to their success and professional development to keep them up-to-date on best practices.

We have multi-unit opportunities available so franchisees can build a rewarding and lucrative business with a high return on investment.



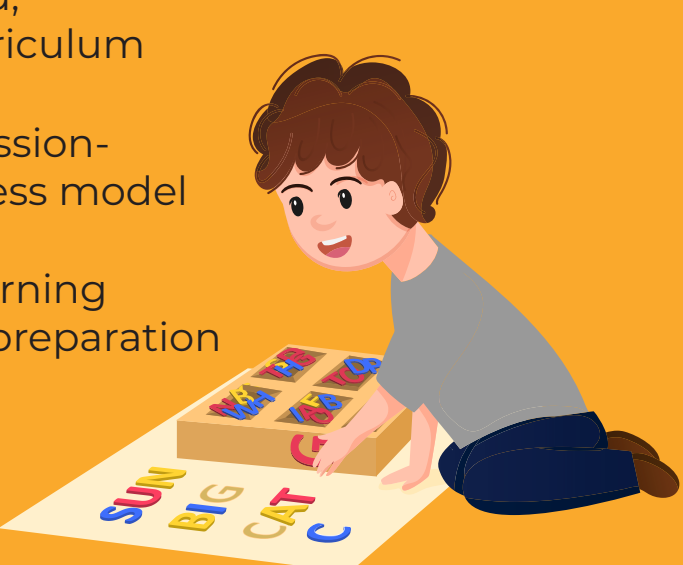
We provide two weeks of on-site support at your location to help you prepare for your grand opening.

We've designed a streamlined business model that's simple to master and implement and is proven to help our franchisees save time, money, and hassle.

We've created in-demand services that produce multiple, recurring revenue streams for owners: infant and toddler programs, preschool, pre-k/after school, enrichment programs, before/after school, summer camp, and more!

Ways We Stand Out

- Research-based, proprietary curriculum
- Profitable, recession-resistant business model
- Attention to learning and academic preparation – more than basic childcare



- In-demand services that parents love
- State-of-the-art facilities
- Recurring revenue streams
- Low competition
- Ongoing research and development

If you are passionate about helping your community and its children, an Ivy Kids franchise will likely be a great fit. Contact us today to get started!



This document does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have registered the franchise (or obtained an applicable exemption from registration) and complied with the pre-sale disclosure requirements that apply in your jurisdiction.