

★ MILITARY THEMED RESTAURANT AND BAR ★
DOMESTIC FRANCHISING

WWW.BOMBSHELLSFRANCHISE.COM

BOMBSHELLS *Concept*

We bring the military theme alive through our design strategy combined with our Bombshells Girls, with a heightened level of social dining and an entertaining experience that is above all our competitors.

While other restaurants focus on fast and furious dining and service, Bombshells creates reasons to stay and hang out. As a result, we attract families, singles and couples, who want to enjoy a full bar, great food made from scratch, music and an energetic environment.

Bombshells has four highly profitable and distinct restaurant day parts, including lunch, happy hour, dinner and late night. Additional high volume days are accomplished on all sporting event days, including football, baseball, basketball, soccer, MMA and boxing. With 75+ state of the art flat screen TVs, we are truly the place for stadium level Game Day excitement.





Bombshells Restaurant & Bar offers an exciting military themed **“Social Dining Experience”**, with an energetic atmosphere, great fresh food, engaging service and live entertainment for people from all walks of life.

Military Theme Comes Alive

Big Space:
7,500-10,000 square feet

**Outdoor Patios with
Second bar and Roll up
Garage Doors**

Plenty of Parking

Four Distinct Day Parts

**Special Events and
Themed Parties**

**Exceptional
Economics**

**Bombshells Girls create a Fun &
Engaging Customer Experience**

Great Food from Scratch Kitchen

Full bar with Drafts and Crafts

**Entertainment:
DJs and Live Music**

**Sports Bar:
75 Plus Flat Screens**

Broad Customer Appeal



Disclaimer: Average Unit Volume reflects average of 4 stores open for entire fiscal year 2016. Of our four restaurants that operated for the entire 12 months from October 1, 2015 through September 30, 2016, two (50%) achieved Gross Sales higher than the average stated above. Your financial results may differ from those stated above. See Item 19 of our January 25, 2017 franchise disclosure document for important assumptions and qualifiers relating to this information.



BOMBSHELLS

Loves America!



Bombshells management has a deep passion for aviation and a profound respect for families who served in the military. Based on this, we created an environment that recalled a time when we were all proud to be Americans. A place to enjoy all the wonderful things that life has to offer.

A founding value of our company is paying respect and honoring all of our military troops. Every single detail in our design and décor *pays homage to the brave individuals* who fought for our country.

We honor our veterans through special discounts and promotions.

We also support Folds of Honor scholarships for the children and spouses of fallen and disabled service members.



★ The Bombshell's concept captures the modern embodiment of a vintage era. It is reminiscent of the USO clubs of the 1940's where GI's could socialize, enjoy entertainment, and find great food and drinks. To honor that history and the brave men and women who still serve us today, we pay respect to all of our military troops. ★

and America Loves BOMBSHELLS!

Bombshells has a wide demographic attraction, drawing men and women, families, singles, and couples.

Bombshells' décor pays homage to all branches of the military. With the right mix of nostalgia, respect, fun and patriotism, it appeals to guests of all ages and walks of life. Bombshells possesses a multi-cultural appeal as well as multi-generational appeal from millennials to seniors, it is a place for everyone!





EXPLOSIVE ECONOMICS hit their targets with military precision, making the concept an **ENTICING INVESTMENT**.



62% ALCOHOL TO
38% FOOD RATIO 

25% COST OF SALES 

4.7% OCCUPANCY COSTS 

\$32 AVERAGE PRICE PER PERSON 

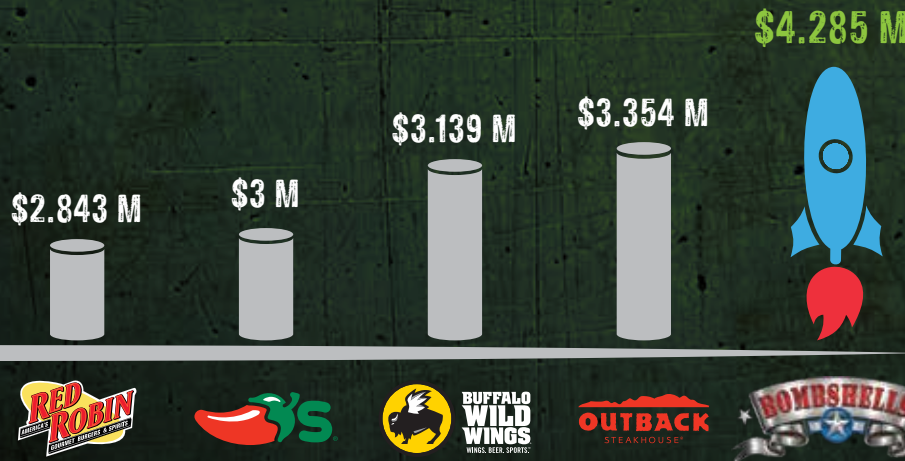
20% LABOR COSTS 

+10.4% SAME STORE SALES 



Average Unit Volume Comparison
(\$ Millions)

Source: Company Filings



Note: Bombshells Average Unit Volume is reflected of our four restaurants that operated for the entire 12 months from October 1, 2015 through September 30, 2016 (FY 2016), two (50%) achieved Gross Sales higher than the average stated above. Your financial results may differ from those stated above. See Item 19 of our January 25, 2017 franchise disclosure document for important assumptions and qualifiers relating to this information.

BOMBSHELLS *Social Dining Experience*

We create what we call *“The Social Dining Experience”* – the new generation of casual dining. As consumer preferences have shifted with our fast paced environment, guests want a reason to dine with us and they want to be engaged.

Through multiple levels of entertainment, we encourage guests to stay and enjoy all we have to offer. Bombshells has four highly profitable and distinct day parts as well as special events. The end result is a longer day that maximizes revenue generation and margins.





Bombshells Girls Create Engaging Service

With their military-inspired uniforms, Bombshell Girls are a key attraction. As well as carrying out impeccable service, their mission is to interact with guests and generate a fun, engaging atmosphere that contributes to a unique social dining experience.

Stadium Level Game Day Excitement

Sports bars have started to replace and enhance the stadium experience. Bombshells is the place to be to experience the excitement of being a part of the game. With more than 75 state of the art flat screen TVs, we recreate the skybox experience at a much greater value. We produce an environment and atmosphere only rivaled by being at the game.

Live Entertainment and Special Events

Live music by popular local bands and DJs create a highly profitable late night business, attracting millennials as well as those in the service industry, with a healthy mix of cultural diversity and gender. While most casual dining chains' business is over by 9 PM, Bombshells fourth day part--from 9 PM until 2 AM--is just getting started, turning Bombshells into a very profitable late night bar.

We also have fun events that drive high volume days, including Big Ball Tournaments, Sand Volleyball, Bar Olympics and Themed Patio Parties. They promote the relaxed and fun atmosphere, encouraging guests to make Bombshells their target entertainment venue.

BOMBHELLS Highlights

Patios that Impress



Large outdoor patios seat up to 100 additional guests, with a full bar, rollup garage doors, stage for entertainment, gas Tiki torch lamps, and misting fans.

Military Themed Décor



Design elements include reclaimed wood, fighter plane wings over the bar, vintage and modern military helmets, booths made from bomber jacket leather, slatted wood, military crate-style wall finishes, columns decorated with 50-caliber shells and cold rolled steel to feel like part of an airplane.

Broad Customer Appeal

Multi-cultural and multi-generational. There is something that appeals to everyone at Bombshells.

Lunch: Business Professionals more male centric crowd.

Happy Hour: Good mix of men and women Bombshells is a meeting place for any social gathering.

Dinner: Families, couples, females and groups of friends

Late Night: Millennial population, the service industry, and groups creates a strong bar business.

Sporting Events: Wide range across genders and generations.

Strong Bar Business = Exceptional Returns



The full bar specializes in draft beer with most Bombshells locations offering 16 to 20 taps and military inspired drinks, such as Pearl Harbor, American Flag Piña Colada, Bang Bang Bloody Mary, and Big Red Rita.

BOMBSHELLS CHOW *Food Fans Love*

We offer an extensive menu with a focus on unique presentations that are sure to impress, complemented with a Kitchen working exclusively with fresh product and a handmade approach.

GAME DAY CLASSICS



BUFFALO WINGS



8 OZ PREMIUM BURGER



SHERMAN'S CHEESESTEAK

LIGHTER FARE



OFFICER'S CLUB SANDWICH



BETTY BOOP WRAP



BLACKENED CHICKEN SALAD

BOMBSHELLS *Launch Strategy*

Business Model

Our concept can easily be adapted to various floor plans and square footage. Whether you are considering a ground-up design, a second generation restaurant or a new shopping center end cap, the design elements will stand out above our competitors.

Site Selection

We will work with franchisees to educate fully on site criteria, local demographic requirements, key trade area characteristics and market planning.

It is still, ultimately, the franchisee responsible for working with the broker in selecting and securing a site, negotiating a lease and building out the restaurant but the Bombshells team will be here to support you every step along the way.

Development

Bombshells will provide comprehensive design guidelines and specifications on every aspect of the restaurant buildout, décor, fixtures, furniture guidelines and equipment. Our national architect will work with you to ensure you capture the essence and design criteria of a Bombshells restaurant.



TAKE A FLIGHT WITH US *for an explosive franchise opportunity*



Trade Area Characteristics

- Total population of 150,000+ within 5 miles
- Strong daytime working population (100,000+ within 5 miles)
- Mid-scale business hotels are a plus for the working traveler
- Average household incomes of \$60,000+
- Multi-Cultural Demographics
- Near other chain casual dining restaurants
- Regional malls, major retail areas, movie theaters or places where men shop
- Office corridors or healthcare corridors a plus

Site Criteria

- 7,500-10,000 SF
- Full patio is a requirement
- Highway location or major retail outlet such as a Regional Mall or National Brands
- Excellent visibility
- Excellent site ingress and egress with traffic signal preferred
- Free standing pad sites or hard corner end cap
- Both conversion and ground up opportunities considered
- 150+ Parking Spaces

Qualifications to be Awarded a **BOMBSHELLS FRANCHISE**



Bombshells stands above our competitors. One of the most important aspects of our success are the teams we have put together. We will only consider candidates that exemplify our goals and standards, have a passion for superior customer service, and complement our ongoing success. We are seeking experienced restaurant operators to become multi-unit developers within their home market and have a commitment to successfully grow Bombshells with us.

Financial Requirements

- ★ \$750,000-\$1,000,000 Liquid per location (dependent on bank lending requirement and conversion vs. new construction)
- ★ \$2,000,000-\$3,000,000 Net Worth per location
- ★ Ability to secure all needed financing or self-fund
- ★ Multi-unit developers, ability to develop full Market DMA (typically 4-10 locations)

Operations Experience Requirements

- ★ Minimum of 10 years in a casual dining with bar component
- ★ Multi-Unit operations experience comparable to the market size developing
- ★ Live and have operated restaurants in the market
- ★ Ability to grow and nurture the Bombshells culture and develop strong teams
- ★ Dedication to Customer Service and Operational Excellence

Development Experience Requirements

- ★ Local real estate knowledge and the ability to work with qualified local brokers
- ★ Development experience in building restaurants or willing to hire a restaurant construction project manager

HISTORY

“ The franchising and growth of this concept will greatly enhance shareholder value over time and Bombshells will be viewed as a buried “gem” in RICK’s stock valuation.”
– Frank Camma, Sidoti & Company Equity Research

Bombshells Restaurant & Bar is a subsidiary of RCI Hospitality Holdings, Inc. (Nasdaq: RICK), an innovative bar-restaurant company. With more than \$130 million in revenue, RCI subsidiaries operate and drive revenue principally through two segments: Nightclubs and Bombshells Restaurants and Bars. The company pioneered elegant gentlemen’s clubs based on powerful brands, quality environments, beautiful entertainers and excellent restaurants. Over the years, RCI evolved into a leading hospitality company. Today, its subsidiaries own and operate 40+ nightclubs and restaurant/bars. The adult nightclub brands include Rick’s Cabaret, Vivid Cabaret, Tootsie’s Cabaret, Club Onyx, Jaguars Club and XTC Cabaret, while the sports bars/restaurants utilize the military inspired Bombshells name. The company’s units range from large establishments in major cities such as New York, Miami, Philadelphia, Dallas/Ft. Worth and Minneapolis, to smaller ones spread throughout the South Central U.S.

RCI was founded by Robert L. Watters in 1983 and became a publicly traded company on NASDAQ in 1995. In 1998, the company merged with publicly-traded Taurus, Inc., which owned the XTC Cabaret chain, controlled by Eric Langan. Following the merger, Eric acquired a controlling interest in RCI and became CEO.

Eric has extensive adult nightclub experience and an entrepreneurial spirit. By age 16, the young entrepreneur had his own advertising media

company. He acquired his first club in Texas at age 21, with \$40,000 from the sale of his baseball card collection. Under Eric’s direction, RCI grew in and outside of Texas, becoming the leading consolidator in the nightclub industry, as well as expanding into related businesses .

RCI believed it was a natural extension into hospitality to enter the Sports Bar & Restaurant business. The Bombshells concept came from Travis Reese, RCI's Executive Vice President. His grandfather was a pilot in World War II and flew more than 100 missions in the Berlin Airlift. Having a longtime interest in the history of the period and being a pilot himself for more than 25 years, Travis envisioned a concept that brought together a respect for our military and its veterans from the past and present. Eric, is an avid aviator himself. The Bombshells brand quickly came alive with the first location opening in 2013 in Dallas.

RCI Profiled in

WALL STREET JOURNAL

FORTUNE

MarketWatch



USA TODAY
A GANNETT COMPANY

Smart Money

DAILY NEWS
NYDailyNews.com

YAHOO!



For more information...

Email: inquiry@BMBFran.com

Visit: <http://bombshellsfranchise.com>