

THE AEF'S STATISTICAL SERVICE

REPORT 2017

FRANCHISE IN SPAIN

National Statistics



GRUPO
COOPERATIVO
CAJAMAR

AEF
SPANISH
ASSOCIATION OF
FRANCHISERS

REDFRANQUICIA – FRANCHISE NETWORK
SPECIALIZED PRODUCTS AND SERVICES

When you are starting and developing your activity,
in your business day by day...
or if you are thinking of your future.

**In brief, for anything your franchise may need.
We are here, at your side.**

**GRUPO
COOPERATIVO
CAJAMAR**

➔ Letters of introduction



AEF

The Spanish Association of Franchisers was formed in 1993 and, from the outset, it remains fully committed to represent, caring for and defend the interests of the franchise system in Spain, as well as to act as partners before the different Administrations, Institutions and Agencies to make known any advantages and added values this business model offers and to advice and inform to all those persons who are planning to start up a business under a regime of franchise and become entrepreneurs.

On the basis of these assumptions, we understood that one of the actions which could help to give transparency to the good work and smooth running of franchises would be to prepare a study incorporating, in a reliable and objective way, the reality of this business cooperation formula through evidence-based data to provide the market with. This is an initiative we implemented in 2002 and, therefore, we have now been giving this statistical information for sixteen consecutive years.

The study “Franchise in Spain” offers a full radiography on this system situation in our country, breaking down the more than 40 different activity sectors and sub-sectors being a part of it and making known those variables as the number of networks operating under this trade model; the number of own and/or franchised stores in operation; the jobs created; the invoicing reached each year; the performance of franchises in the different Autonomous Communities, and the presence of foreign networks in Spain by countries of origin.

Over the years, this survey has become the absolute reference for all the local, regional and national mass media, as well as for the different Administrations and Agencies, as they are considered the official statistics of franchise in Spain, this being a reason to rejoice for our Association now we want to share with the Grupo Cooperativo Cajamar, an entity to which we offer our sincere thanks for cooperating with us and helping us to disseminate this national study, making it available to a higher number of social and economic partners.

Finally, let us to say that this study “Franchise in Spain 2017” is the result of many hours working, checking data, preparing comparatives and this is why we want to thank the involvement of all those people that make possible the final result now you have in your hands.

Mr. Xavier Vallhonrat
President
Spanish Association of Franchisers



→ Grupo Cooperativo Cajamar

Spain is a country of both SMEs and self-employed persons, where small and medium-sized traders, one of the drivers of our economy, account for 12% of GDP and 18% of employment every year. After a crisis in which the sector was forced to survive within a fiercely competitive environment, both the traditional trade and e-business should go on working, with a view to the future, to adapt themselves to the global reality, based on professionalization, incorporation of technology, and, of course, opening new markets through internationalisation. In this context, the franchise formula appears now as one of the key drivers of commerce in Spain, and one of the vehicles with the greatest business growth potential from which entrepreneurs, self-employed persons and small business owners may access the market in a flexible and efficient manner, so lowering entry barriers and highlighting economies of scale.

We, the Grupo Cooperativo Cajamar, are sure of that, and so, among many other initiatives, in 2014 we launched our Franchise Network to support a business model with more than 70,000 points of sales in our country. We want to be walking by their side not as a financial supplier more but as a long-term strategic partner by offering them business solutions that bring added value and enhance their competitiveness.

Proceeding from our direct knowledge of real economy, our Group is working together with top level companies and institutions in implementing collaborative and innovative tools like our International Platform for fostering the presence of our companies abroad, and the Government Aid Platform to support access to official financing. And more recently, coinciding with the beginning of 2017, we have launched Trade Platform, aimed to help our customers in the daily needs of their trading activities, working closely with the leading companies in every sector. And we are going to continue to feed our offer in order to create a comprehensive catalogue of services and specialized solutions, unique in the Spanish financial scene, to grow and become better from day to day.

Mr. Ricardo García Lorenzo
Banco de Crédito Cooperativo-Grupo Cooperativo Cajamar
Corporate Banking and Food and Agriculture Business Manager

➔ FRANCHISE IN SPAIN

Report 2017

Data closed as of December 31, 2016

From the Spanish Association of Franchisers (AEF), in cooperation with the the Grupo Cooperativo Cajamar, we are presenting below the statistic information corresponding to the Spanish franchise at the beginning of 2017, with the whole data related to the closing of year 2016.

All data, which are provided yearly since 2001 by the AEF, on the performance of franchises in Spain have a methodology that has been kept the same in general, in order to obtaining maximum objectivity and so having an information free of particular interests and, therefore, fully valid.

Procedures of the statistic service by the AEF reach all franchisers acting in this country and have minimally settled in the market by opening 4 stores, of which at least 2 have a 2 years proven activity. To such end, the direct systematized information from companies and other complementary media are used, beside a constant review and updating kept throughout the year. Also in this occasion , and as a direct consequence of the agreement reached with the Ministry of Economy and Competitiveness, the report 2017, which gives those figures closed as of December 31, 2016, has used the information from the Official Registry of Franchisers for a shared filtering of data, with very interesting results. There is no doubt that constant cooperation between such Ministry and the AEF will led us to a data convergence that has to make possible that the reality of the franchised market become fully stabilised, notwithstanding the public information source.

Operative flagships

At this moment the Spanish franchise system is made up of 1,298 flagships, 5.3% more than in 2015, when there were 1,232 networks, of which 1,014 have a national origin (82.7%) and the remaining 224 (17.3%) come from a total of 28 countries, headed by France (50 brands), the United States (42), Italy (37), United Kingdom (14) and Germany (11). There are 66 networks more than in December 2015, 60 national and 6 foreign ones.

Of these 1,298 franchises, the sector with a higher number of flagships is that of "Fashion", that have a total of 229 networks - 25 more than in the previous year - integrated in eight activity sub-sectors, followed by "Hostelry/Restauration", with 187 chains, - 8 more than in 2016;5 -, broken down into six sub-sectors, namely "Beauty/Aesthetic", with 101 networks, and "Specialized Shops", with 83 ones.

Bearing in mind the percentage since the AEF started to make this statistics, this means a general 49.8% increase of franchise networks in Spain, passing from 646 networks at the end of the 2001 year to the present 1,298 ones.

FRANCHISE IN SPAIN NUMBER OF FLAGSHIPS



Turnover

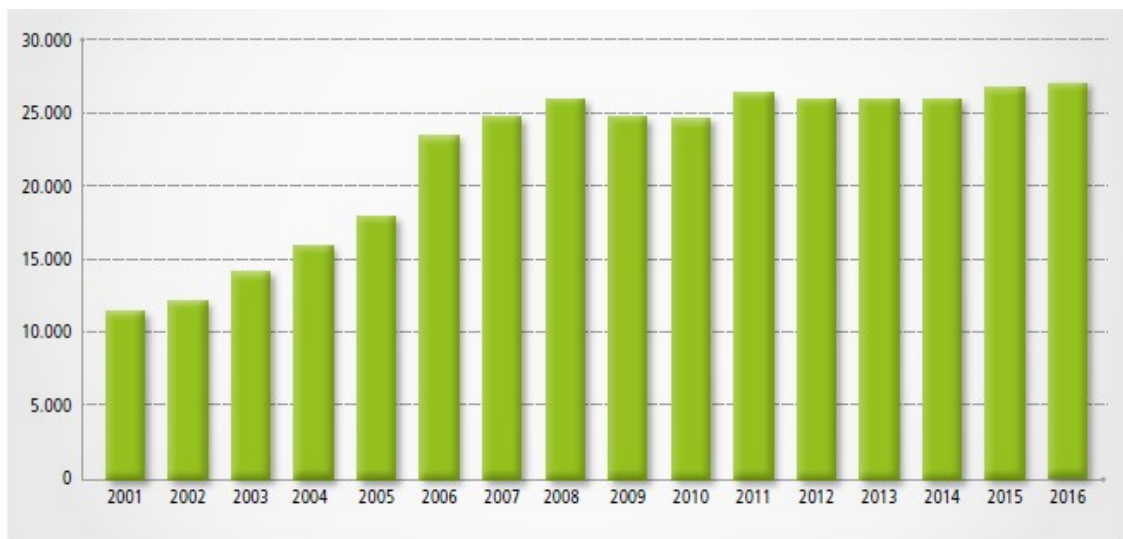
As regards total turnover obtained by the franchise system as a whole at the close of 2016, figures were 26,991.80 million Euros in front of those 26,482 reached in 2015, which means a 2.3% increase.

Of this global figures, owned stores invoiced a total of 10,642.50 million Euros in 2016, 5.9% less than in 2015 (662.6 million Euros), On the contrary, franchised stores invoiced 16,349.30 million Euros, 7.7% more than in 2015 (11,724.40 million Euros).

By sectors, as it usually happened in past years, “Food” was the one with the highest turnover, as it reached 10,116.20 million Euros. Next appear “Hospitality/Fast Food” an activity reaching 2,552.10 million; “Hospitality/Restaurants/Hotels”, reaching 2,190.80 million Euros; and “Services/Transports”, with a turnover of 1,504.20 million Euros in 2016.

As regards percentages, we can see that the whole turnover of Spanish franchise has passed from 11,421 million Euros registered at the end of 2001 to the 26,991.80 millions in 2016, that is to say, a 42.3% increase in all these years.

FRANCHISE IN SPAIN TURNOVER



Stores

As regards the number of operative stores, at the end of 2016 there were a total of 70,541 stores operating in Spain, of which 19,547 were own ones and the remaining 50,994 were franchised ones. In total, there were 4,731 stores more than at the end of 2015 (when the existing points of sale open were 65,810), and this means a 1.5% increase. At the end of 2016 there were 138 owned premises less than in 2016 (0.80% less), as well as 4,869 franchised premises more (10.5% more).

If considered by sectors, the “Food” sector is again that with a higher number of open stores; it has a total of 12,691. The following sectors are “Beauty/Aesthetic”, with 3,931 premises; “Services/Automotive Sector”, with 3,590 points of sale; and “Informatics/Signing/Printing” , with 3,288 stores.

The high rate of openings that took place in 2016, mainly franchised stores, may be based on these two key facts:

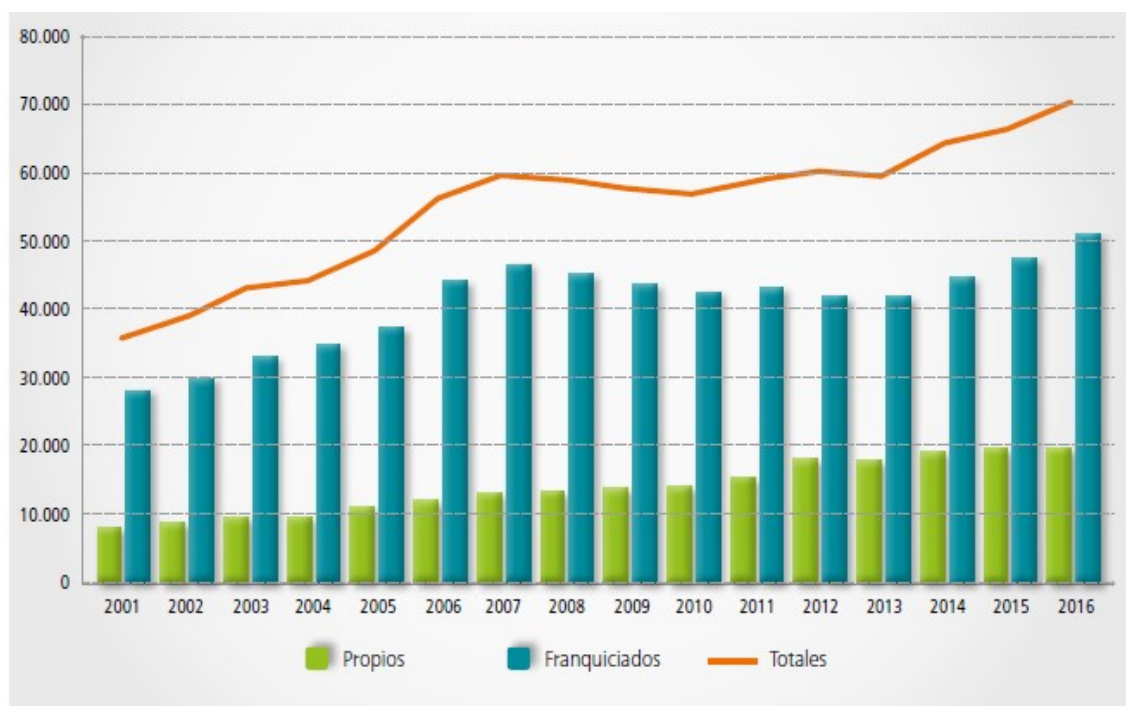
- Firstly, the improvement in economy that started to be seen in the last quarter of 2013 and remained for next years.



- Secondly, the return of the banking institutions to its main activity, the granting of credit, a basic aspect for a system which is based, as the franchise one, on growing and expansion.

Therefore, the good performance in the store growing – the variable having shown a higher increase at the end of 2016 - seems to be the start of a return to normality after some hard due to the lack of financing for franchisees and for franchisers too.

FRANCHISE IN SPAIN NUMBER OF STORES/PREMISES



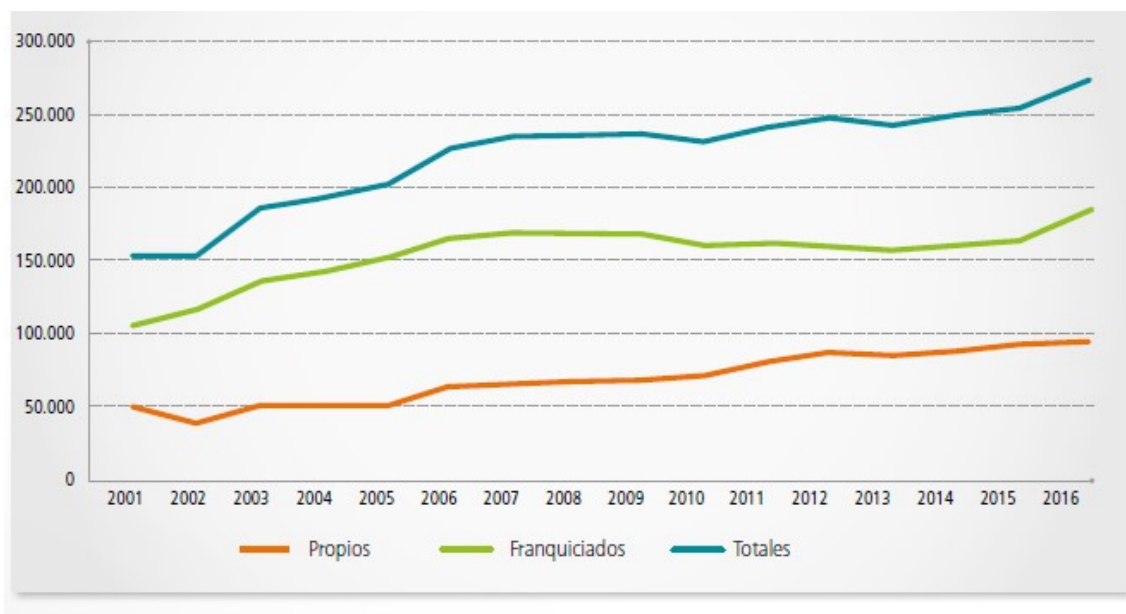
Employment created

One of the most relevant aspects in the franchise system is that it continues creating employment in Spain. In this way, at the end of 2016 the system employed 268,986 persons, 15,073 more than (5.9%) than in 2015. Of this figure, 90,410 work in their own stores (1,322 less than in 2015, 1.5%) and the 178,576 remaining ones in franchised stores (16,395 more than in 2015, 10.1% more).

By sectors, those that a higher number of employments create, are “Food”, where 66,539 persons work; “Hospitality/Fast Food”, 30,387 workers; “Hospitality/Restaurants/Hotels” which recruits 19,219 persons; “Services/Transports”, with 13,298 persons; and “Beauty/Aesthetics”, with 10,419 workers.

And, precisely in relation to employment created by the system, if in 2008, at the beginning of the economical crisis, there were a total of 235,929 persons working in franchise, at the end of 2016 such amount was increased up to 268,986, what means that now there are 33,057 more persons working in this business model (12.3%). This proves that franchise is a formula that creates employment in our country.

FRANCHISE IN SPAIN EMPLOYMENTS



Autonomous Communities

Finally, of the 1,298 networks now integrating the franchise system in Spain, the Autonomous Community with a highest number of franchise heads is always Madrid, with 325 ones (21 more than in 2015), followed by Catalonia, with 311 (9 more); the Valencia Community, with 1666 (5 more); Andalusia, with 147 (10 more); and Galicia, with 51 (3 more than in 2015). These five autonomous communities make 77.8% of the total number of flagships in this business model in our country.

It is worth stressing that the Madrid community is also that in which its franchise heads have a highest turnover, with a total of 12,813.50 million Euros, while Catalonia is next one, with 6,423.90 millions. Likewise, the Madrid community heads are those generating more jobs, 112,652, and most stores open, 24,012, ahead Catalonia, since its heads employ 67,683 persons and have 20,853 operative stores.

Autonomous Communities	Number of flagships	Stores	Turnover	Jobs
Andalusia	147	4,706	912,965,000	13,127
Aragon	36	1,816	523,829,000	6,464
Asturias	18	314	232,801,000	1,289
Balearic Islands	20	2,359	1,663,256,000	12,306
Canary Islands	11	202	31,631,000	480
Cantabria	6	593	97,064,000	1,671
Castile-La Mancha	22	430	116,039,000	1,498
Castile and Leon	31	600	124,021,000	1,521
Catalonia	311	20,858	6,423,968,000	67,683
Ceuta	1	183	12,660,000	372
Extremadura	21	534	98,009,000	1,340
Galicia	51	2,117	466,705,000	6,939
La Rioja	11	313	50,262,000	814
Madrid	325	24,012	12,813,506,000	112,652
Murcia	26	632	113,132,000	1,663
Navarre	11	320	50,328,000	891
Basque Country	33	3,212	1,441,215,000	13,433
Valencia	166	6,187	1,495,566,000	19,726
Not based in Spain	51	1153	324,858,000	5,117
TOTALS in 2015	1,298	70,541	26,991,837,000	268,986

Origin of foreign franchises



50 France	42 USA	37 Italy	12 United Kingdom	11 Germany	10 Portugal	9 The Netherlands
7 Belgium Switzerland	6 Argentina Denmark	4 Sweden	3 Australia Luxembourg	2 Brazil Canada South Korea	1 Andorra Bulgaria China Colombia Guatemala Hungary Virgin Islands Israel Japan Malaysia Turkey	28 Countries 224 franchises

→ Anexes

Total of operating flagships by activity branch	
Sectors	2016
Property Management	10
Estate Agencies	34
Travel Agencies	15
Food	65
Beauty-Aesthetics	101
Fitness Centre	17
Leisure Centres	16
Health Centres	24
Sports	21
Dietetics/Parapharmacy	15
Renewable energies	7
Education-Training	43
Hospitality/Coffee/Chocolate Bars	30
Hospitality/ Beer/Cider Bars	13
Hospitality/Fast Food	40
Hospitality/Ice-cream/Yoghourt Bars	21
Hospitality/ Restaurants/Hotels	62
Hospitality/"Tapas" Bars	21
Computers/Signing/Printing	58
Telephony	15
Jewellery/Costume jewellery	22
Furniture/Household	71
Fashion/Repairs and Alterations	7
Fashion/Complements	56
Fashion/Women	65
Fashion/Generic Mixed	24
Fashion/Children and Youth	38
Fashion/Underwear	18
Fashion/Wedding	6
Fashion/Men	15
Office/Stationary/Bookshop	24
Optics /Photography/Audiometry	21
Bakery / Patisserie	30
Services to Companies	51
Services/ Automotive industry	47
Services / Financial	8
Services/ Cleaning	9
Services / Transports	17
Services /Miscellaneous	40
Specialized Shops	83
Dry Cleaner's	18
TOTAL	1,298

Stores by activity branch			
Sectors	Owned stores	Franchised stores	Total stores
Property Management	43	263	306
Estate Agencies	87	1,200	1,287
Travel Agencies	1,127	1,372	2,499
Food	6,049	6,642	12,691
Beauty-Aesthetics	642	3,289	3,931
Fitness Centre	68	266	334
Leisure Centres	60	197	257
Health Centres	304	666	970
Sports	357	597	954
Dietetics/Parapharmacy	204	1,142	1,346
Renewable energies	15	219	234
Education-Training	194	2,207	2,401
Hospitality/Coffee/Chocolate Bars	188	496	684
Hospitality/ Beer/Cider Bars	28	521	549
Hospitality/Fast Food	56	2,301	2,807
Hospitality/Ice-cream/Yoghourt Bars	57	514	571
Hospitality/ Restaurants/Hotels	682	2,410	3,092
Hospitality/"Tapas" Bars	53	897	950
Computers/Signing/Printing	243	3,045	3,288
Telephony	85	1,436	1,521
Jewellery/Costume jewellery	410	582	992
Furniture/Household	543	1,802	2,345
Fashion/Repairs and Alterations	81	70	151
Fashion/Complements	755	1,363	2,118
Fashion/Women	1,022	1,206	2,228
Fashion/Generic Mixed	654	595	1,249
Fashion/Children and Youth	712	974	1,686
Fashion/Underwear	308	420	728
Fashion/Wedding	86	175	261
Fashion/Men	162	198	360
Office/Stationary/Bookshop	140	970	1,110
Optics /Photography/Audiometry	1,029	935	1,964
Bakery / Patisserie	293	833	1,115
Services to Companies	152	1,310	1,462
Services/ Automotive industry	453	3,137	3,590
Services / Financial	7	130	137
Services/ Cleaning	16	124	140
Services / Transports	280	2,515	2,795
Services /Miscellaneous	272	1,159	1,431
Specialized Shops	1,044	1,830	2,874
Dry Cleaner's	136	997	1,133
TOTAL	19,547	50,994	70,541

Turnover by activity branch			
Sectors	Own turnover	Franchised turnover	Total turnover
Property Management	6,647,000	28,661,000	35,308,000
Estate Agencies	19,011,000	269,759,000	287,770,000
Travel Agencies	463,460,000	391,396,000	854,856,000
Food	5,520,409,000	4,595,801,000	10,116,210,000
Beauty-Aesthetics	151,764,000	563,204,000	714,968,000
Fitness Centre	17,200,000	58,321,000	75,521,000
Leisure Centres	9,981,000	26,117,000	36,098,000
Health Centres	142,824,000	268,927,000	411,751,000
Sports	197,017,000	280,064,000	477,081,000
Dietetics/Parapharmacy	30,787,000	155,923,000	186,710,000
Renewable energies	3,452,000	33,082,000	36,534,000
Education-Training	36,961,000	345,264,000	382,225,000
Hospitality/Coffee/Chocolate Bars	48,232,000	121,527,000	169,759,000
Hospitality/ Beer/Cider Bars	6,455,000	120,758,000	127,213,000
Hospitality/Fast Food	321,913,000	2,230,250,000	2,552,163,000
Hospitality/Ice-cream/Yoghourt Bars	11,629,000	97,820,000	109,449,000
Hospitality/ Restaurants/Hotels	1,266,084,000	924,757,000	2,190,841,000
Hospitality/"Tapas" Bars	18,015,000	287,072,000	305,087,000
Computers/Signing/Printing	47,788,000	424,686,000	472,374,000
Telephony	16,197,000	251,198,000	267,395,000
Jewellery/Costume jewellery	83,122,000	96,830,000	179,952,000
Furniture/Household	224,611,000	491,551,000	716,162,000
Fashion/Repairs and Alterations	10,004,000	7,918,000	17,922,000
Fashion/Complements	139,099,000	212,553,000	351,652,000
Fashion/Women	269,004,000	289,797,000	558,801,000
Fashion/Generic Mixed	396,928,000	177,589,000	574,517,000
Fashion/Children and Youth	130,465,000	173,240,000	303,705,000
Fashion/Underwear	71,303,000	83,541,000	154,844,000
Fashion/Wedding	39,814,000	69,594,000	109,408,000
Fashion/Men	40,771,000	50,332,000	91,103,000
Office/Stationary/Bookshop	32,399,000	241,381,000	273,780,000
Optics /Photography/Audiometry	182,343,000	194,811,000	377,154,000
Bakery / Patisserie	78,905,000	162,333,000	241,238,000
Services to Companies	31,050,000	137,165,000	168,215,000
Services/ Automotive industry	126,417,000	534,378,000	660,795,000
Services / Financial	1,444,000	47,486,000	48,930,000
Services/ Cleaning	2,541,000	14,609,000	17,150,000
Services / Transports	182,675,000	1,321,606,000	1,504,281,000
Services /Miscellaneous	33,056,000	132,325,000	165,281,000
Specialized Shops	207,876,000	301,733,000	509,609,000
Dry Cleaner's	23,854,000	134,071,000	157,925,000
TOTAL	10,642,507,000	16,349,330,000	26,991,837,000

Employments by activity branch			
Sectors	Own employment	Franchised employment	Total employments
Property Management	115	469	584
Estate Agencies	212	3,287	3,499
Travel Agencies	2,736	2,761	5,497
Food	35,226	31,313	66,539
Beauty-Aesthetics	2,122	8,297	10,419
Fitness Centre	312	1,137	1,449
Leisure Centres	156	529	685
Health Centres	1,730	23,494	5,224
Sports	960	1,391	2,351
Dietetics/Parapharmacy	413	2,458	2,871
Renewable energies	51	494	545
Education-Training	728	5,290	6,018
Hospitality/Coffee/Chocolate Bars	854	2,019	2,873
Hospitality/ Beer/Cider Bars	117	2,233	2,350
Hospitality/Fast Food	4,861	25,526	30,387
Hospitality/Ice-cream/Yoghourt Bars	159	1,285	1,444
Hospitality/ Restaurants/Hotels	10,993	8,226	19,219
Hospitality/"Tapas" Bars	244	4,184	4,428
Computers/Signing/Printing	666	7,971	8,637
Telephony	307	4,609	4,916
Jewellery/Costume jewellery	758	1,297	2,055
Furniture/Household	1,897	5,809	7,706
Fashion/Repairs and Alterations	162	140	302
Fashion/Complements	1,933	2,958	4,891
Fashion/Women	3,265	,550	6,815
Fashion/Generic Mixed	4,026	2,839	6,865
Fashion/Children and Youth	1,560	2,075	3,635
Fashion/Underwear	771	1,066	1,837
Fashion/Wedding	270	476	746
Fashion/Men	495	643	1,138
Office/Stationary/Bookshop	366	2,771	3,137
Optics /Photography/Audiometry	3,376	3,169	6,545
Bakery / Patisserie	1,074	2,764	3,838
Services to Companies	417	2,276	2,793
Services/ Automotive industry	1,796	7,808	9,604
Services / Financial	18	269	287
Services/ Cleaning	36	202	238
Services / Transports	1,384	11,914	13,298
Services /Miscellaneous	578	2,414	2,992
Specialized Shops	2,903	4,725	7,628
Dry Cleaner's	363	2,338	2,701
TOTAL	90,410	178,576	268,986

→ Our full partners

100 EURO / DT DETALLES

(Venta de artículos oportunidad, decoración y regalos.)

Antonio de Silóniz

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(Venta prod. Informáticos, telecomunicaciones, etc.)

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CASH CONVERTERS

(Compra - venta artículos segunda mano)

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(Comercio al por mayor de equipos electrónicos)

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CHARANGA

(Textil). Moda Infantil y Juvenil)

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