



TABLE OF CONTENTS

| What is Eklektik Mama | 03 |
|-------------------------------------|----|
| Why Franchise With Us? | 04 |
| What's Included | 05 |
| Who We're Looking For | 06 |
| Costs & Fees | 07 |
| Your Territory | 08 |
| Keeping Standards High | 09 |
| Your Legal & Local Responsibilities | 10 |
| Confidentiality & Disclaimer | 11 |
| How to Get Started | 12 |
| Contact HQ | 13 |

WHAT IS EKLEKTIK MAMA?

We're not a coffee-and-cupcakes mum group.

We're a movement for mums who want connection, community, and a little bit of chaos (the fun kind).

Eklektik Mama is a bold, social space where mothers come together — in real life — to swap stories, share support, and have a laugh.

From BYOBaby™ breakfasts to mums-only nights out, we've built a proven way to help mums find their people. Now, we're opening the doors for others to bring it to their own city.





Simone Mazloumian Founder & Director

WHY FRANCHISE WITH US?

BECAUSE IT'S THE BEST OF BOTH WORLDS:

YOU'LL HAVE:

- TIME FOR YOUR FAMILY
- A READY-TO-GO EVENT MODEL
- A BUSINESS YOU CAN BE PROUD OF
- A RECOGNISED, TRUSTED BRAND

A CHANCE TO HELP OTHER MUMS FIND THE CONNECTION THEY'RE CRAVING

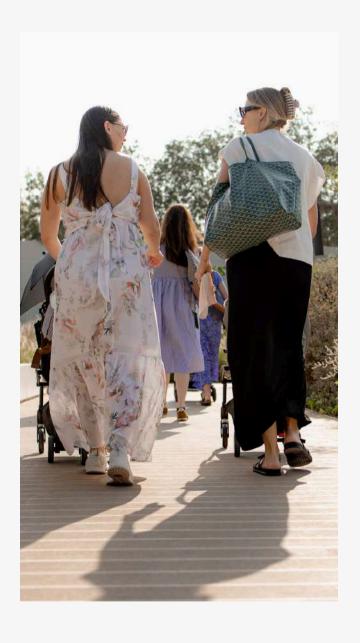
SUPPORT FROM HQ
AND A NETWORK OF
OTHER FRANCHISEES

If you love meeting people, bringing mums together, and want to build something with purpose — this is it.

THE FLEXIBILITY TO WORK AROUND SCHOOL RUNS, NAPS, AND REAL LIFE

WHO WE'RE LOOKING FOR

THIS IS FOR MUMS WHO:



You don't have to have a business background. You just need energy, reliability, and a passion for making motherhood less lonely.

LOVE BRINGING PEOPLE TOGETHER

WANT TO BALANCE
FAMILY LIFE WITH
RUNNING SOMETHING
OF THEIR OWN

ARE ORGANISED
ENOUGH TO MAKE
EVENTS HAPPEN (EVEN
WITH KIDS IN THE MIX)

BELIEVE MUMS NEED

MORE THAN JUST PLAY
DATES — THEY NEED A
COMMUNITY

WHAT'S INCLUDED

THE EKLEKTIK MAMA OPERATIONS MANUAL

EVENT PLAYBOOKS (BYOBABY, MAMA NIGHTS, MAMA FIT, AND MORE)

BRAND GUIDELINES AND OUR SIGNATURE TONE OF VOICE

CANVA TEMPLATES, EMAIL SCRIPTS, AND TICKETING FLOWS

YOUR CITY LISTED ON EKLEKTIKMAMA.COM

MONTHLY CHECK-INS WITH HQ

A PRIVATE FRANCHISEE HQ PORTAL WITH EVERYTHING IN ONE PLACE

GUIDANCE ON WORKING WITH LOCAL SPONSORS AND VENUES

All our formats, names, and branding stay owned by HQ — but you'll have the licence to run them in your city while you're part of the family.

COSTS & FEES

We tailor franchise fees to your city, because every place is different.



COSTS VARY DEPENDING ON:

ONE

The size of your territory

TW0

Local licensing and insurance requirements

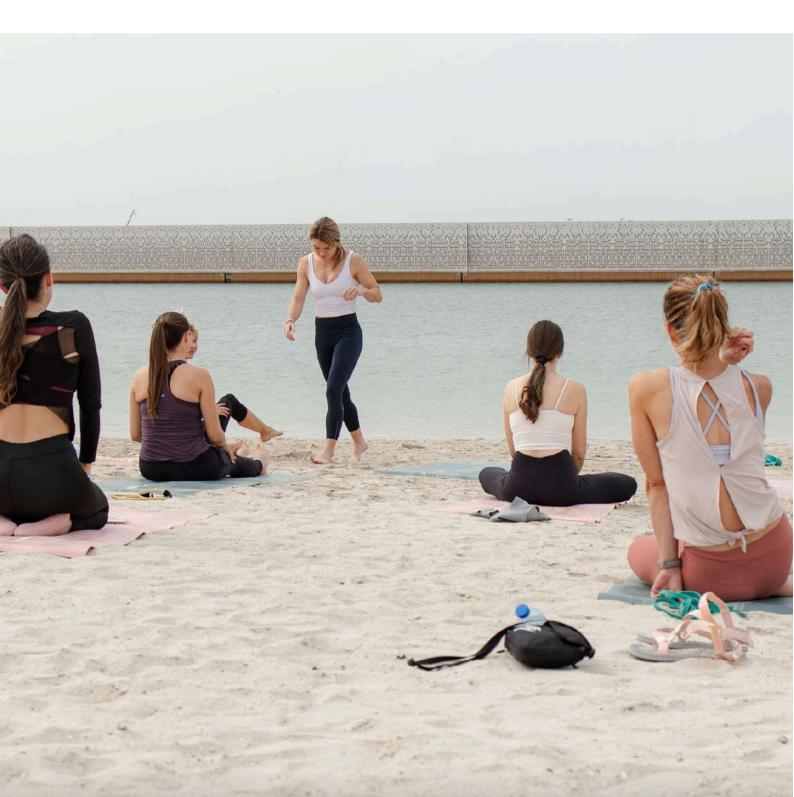
THREE

Market potential in your area

We'll talk figures after we've had an intro call and you've signed an NDA — so you know exactly what's involved before committing.

YOUR TERRITORY

We'll agree your exact area in writing. Some territories are exclusive; others are shared depending on the size and demand.



KEEPING STANDARDS HIGH

TO KEEP THE EKLEKTIK MAMA EXPERIENCE CONSISTENT, FRANCHISEES COMMIT TO:

COMMITMENT

Hosting the agreed number of events each month

CONSISTENCY

Sticking to the brand style, tone, and event formats

INCLUSIVITY

Creating a safe, inclusive space for all mums

We'll check in regularly and support you if you need help to meet your goals.



YOUR LEGAL & LOCAL RESPONSIBILITIES

YOU'LL BE RESPONSIBLE FOR:

HAVING A VALID TRADE LICENCE IN YOUR EMIRATE

GETTING ANY PERMITS NEEDED FOR EVENTS IN YOUR AREA

FOLLOWING UAE DATA PROTECTION RULES IF YOU COLLECT MUM OR CHILD DETAILS

HAVING PUBLIC LIABILITY INSURANCE

We'll guide you through the process so it's as stress-free as possible.

CONFIDENTIALITY & DISCLAIMER

CONFIDENTIALITY

The playbooks, templates, and tools we share are for you to run your Eklektik Mama chapter. They're not for public sharing or use outside the brand.

You'll sign an NDA before we hand over full materials.

WHAT WE DON'T PROMISE

We'll give you the systems, support, and brand — but your success depends on your energy, commitment, and the relationships you build locally.

HOW TO GET STARTED

- EMAIL US AT INFO@EKLEKTIKMAMA.COM
- WE'LL REVIEW YOUR APPLICATION AND ARRANGE A QUICK CHAT
- IF WE'RE BOTH FEELING IT'S A GOOD FIT, WE'LL SEND YOU AN NDA
- YOU'LL GET THE FULL INFO PACK AND AGREEMENT
- WE ONBOARD YOU, TRAIN YOU, AND HELP YOU LAUNCH

Not everyone will be the right fit — we're looking for mums who truly get what we're about.

