

Adam & Eve[®] Stores



JOIN THE FASTEST GROWING RETAIL CHAIN IN THE ADULT BUSINESS

A photograph of an Adam & Eve retail store interior. The store is well-lit with track lighting and a chandelier. Clothing racks are filled with various items, including white shirts and purple dresses. A mannequin is visible in the background. The Adam & Eve logo is visible on a sign above the entrance.

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ADAM & EVE HAS BEEN AWARDED THE
BEST "RETAIL CHAIN OF THE YEAR"
IN OUR CATEGORY 8 OUT OF LAST 10 YEARS!

Our stores provide an up-scale specialty retail boutique and invoke the quality, class and comfort associated with the Adam & Eve brand. Specifically designed to give an increasing number of women and couple customers a refined upscale alternative to online and catalog shopping—each store offers a wide variety and upscale selection of women and men's apparel, lingerie, hosiery, shoes, games, pleasure products, massage oils and lotions.

Adam & Eve retail stores provide customers a comfortable, safe and friendly retail shopping experience is a priority. You can download our Real Estate Requirements One Sheet Here. This will help your local real estate agent begin to identify locations that may be your future Adam & Eve Stores.

Our target customers are women, couples, and men 21-59 and older. Adam & Eve currently has more than 75 successful retail stores in the United States, one in Canada and by years end—one in Peru!

Benefits To Landlord or Property Owner

- The Adam & Eve brand is the most recognized in the adult retail sector
- Our stores operate efficiently and provide our owners with a product mix of over 35,000 products
- We provide our stores with 24/7 support
- Our Marketing is mainstream and attractive to walk up traffic. The retail location benefits from the millions of dollars A&E spends advertising our products
- Over the next 10 years we want to grow to 400 stores nationally and up to 25 stores internationally
- We have learned what works—what the public wants out of romance, enhancement & the retail store experience. And now we want to bring that experience to the rest of the country

Space Parameters & Requirements

Adam & Eve Stores standard size is approximately 3,00-4,000 Square Feet. Our signature stores can be as large as 5,000-6,000 Square Feet—while an urban storefront is generally as small as 1,500 Square Feet. Generally, our stores are departmentalized into the following general descriptions:

- Lingerie (Regular Size)
- Lingerie (Plus Size)
- Club And Dance Wear
- Hosiery, Shoes, Boots
- Men's Lounge wear
- Adam & Eve Branded Merchandise
- Swimwear & Cover-Ups (Seasonal/Optional)
- Accessories, Gift Items, Lotions, Oils, Books, Games
- Pleasure Products (Gag Gifts And Adult-Theme Playthings)

While the exact store configuration and square footage devoted to each area may vary from store to store, based on the total square footage of that location, the following provides a guideline of percentage of square footage for the floor plan of our Adam & Eve Stores.

- **40% - 50%** Front Of Main Showroom- Lingerie (Regular Size), Lingerie (Plus Size), Club And Dance Wear, Hosiery, Shoes, Boots, Adam & Eve Branded Merchandise, Swimwear & Cover-Ups (Seasonal/Optional)
- **15% - 20%** Main Showroom-Non-Adult Theme Product, Accessories, Gift Items, Lotions, Oils, Books, Games
- **15% - 20%** Adult Theme Product, Pleasure Product Items And Video Products, Merchandised In A Private Shopping Area With No Street Or Outside The Store Visibility.
- **10% -15%** Dressing Rooms, Stockroom, Office, And Rest room Facilities.
- Store Square Footage Analysis By Category: 40% Lingerie, 5% Dance And Club Wear, 5% Men's Wear, 5% Hosiery, 3%-5% Shoes/Boots, 0%-2% Swimwear & Cover-Ups, 15% Non-Adult Theme Product, 20% Adult Theme Novelty Product.



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Ideal Real Estate

The ideal store location will have the following:

- Relatively high traffic count for the area consisting of top 50 to 75% of the highest counts in the area.
- Free-standing, strip center or shopping center front.
- Approximately 2,000-5,000 square feet
- Provides customers with discreet shopping experience.
- Provides a safe shopping environment. Women and couples make a large percentage of our customers.
- We are a destination and prefer to be near other lifestyle business, i.e. beauty salons, spas, nail centers, tanning salons, workout/gym centers, golf store and other businesses like restaurants, hotels, and other retail/service venues.
- Our stores hours vary but are generally 10 AM to 9 PM on Sunday - Thursday and from 10 AM or 11 PM on weekends. Our stores are generally open 7 days a week. Some local ordinances may dictate hours based on the shopping center or area.

DEMOGRAPHICS

- Our stores are designed to appeal to couples, women and men.
- We prefer average or above average household income as many of our products are considered discretionary purchases.
- Our customers range from ages 18-80, but our primary customers falls in the 25-59 age bracket.
- We serve all walks of life but find that a majority of our customer tend to be high school/college graduates.
- We look for accessibility of store locations from all directions. When possible, we like to be able to site a landmark or other recognized business, to help people find the store.
- Signage is important; it should be visible from both street and building with good lighting is desirable.

Adam & Eve provides in-house real estate assistance and we can help evaluate zoning laws and requirements then help determine the best location to build your store.



Our History Makes Us Good Partners

The company officially began in 1970 as the nation's first mail order contraceptive business. Founded by Phil Harvey and Dr. Timothy Black, the company became a leader in promoting birth control services through non-medical channels.

Today, Harvey divides his time between A&E located in Hillsborough, NC, and DKT International, his not-for-profit organization located in Washington, DC. DKT International is a continuation of Harvey's original mail order business, providing family planning, health care, and sex education materials to nine Third World countries in Asia, Africa and Latin America. It ranks among the top international family planning and AIDS prevention organizations worldwide.

Harvey's close work with international family planning and AIDS prevention, and social marketing of information, motivational messages and condoms has been called one of the most effective front-line strategies against the spread of AIDS by international family planning experts.

Since its beginnings, A&E has strived to ensure it sells only the highest quality products. Since its inception, Adam & Eve has been successful in raising the standards in the American adult theme industry. The company also goes to great lengths to assure customer satisfaction by performing regular quality assurance inspections, offering a non-conditional money-back guarantee, and answering customers' questions and complaints.

The company employs nearly 375 men and women, making it one of the largest local employers in Hillsborough, North Carolina.



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Who Are Our Owners

Adam & Eve Franchise operators come from all walks of life, but they share a commonest of goals. They're every day, hard-working people invested in achieving success on their own terms. They may have been corporate executives looking for a chance for couples seeking a shared opportunity. They don't necessarily have special degrees, prior experience or training, but they have a desire to invest in a business built on proven success and unlimited revenue potential. Our franchise operators appreciate the structure and support that comes from operating an Adam & Eve store. They join a network of

Adam & Eve Franchise operators come from all walks of life, but they share a commonest of goals. From comprehensive training and marketing assistance to access to a network of approved vendors, our franchisees receive support for the life of their business. The retail operation has available both single and multi-store developments, our highly successful stores are available nationwide.





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