

# Infinity MART

Convenience, Redefined

Convenience, Innovation and Elevated Service





# Our Vision

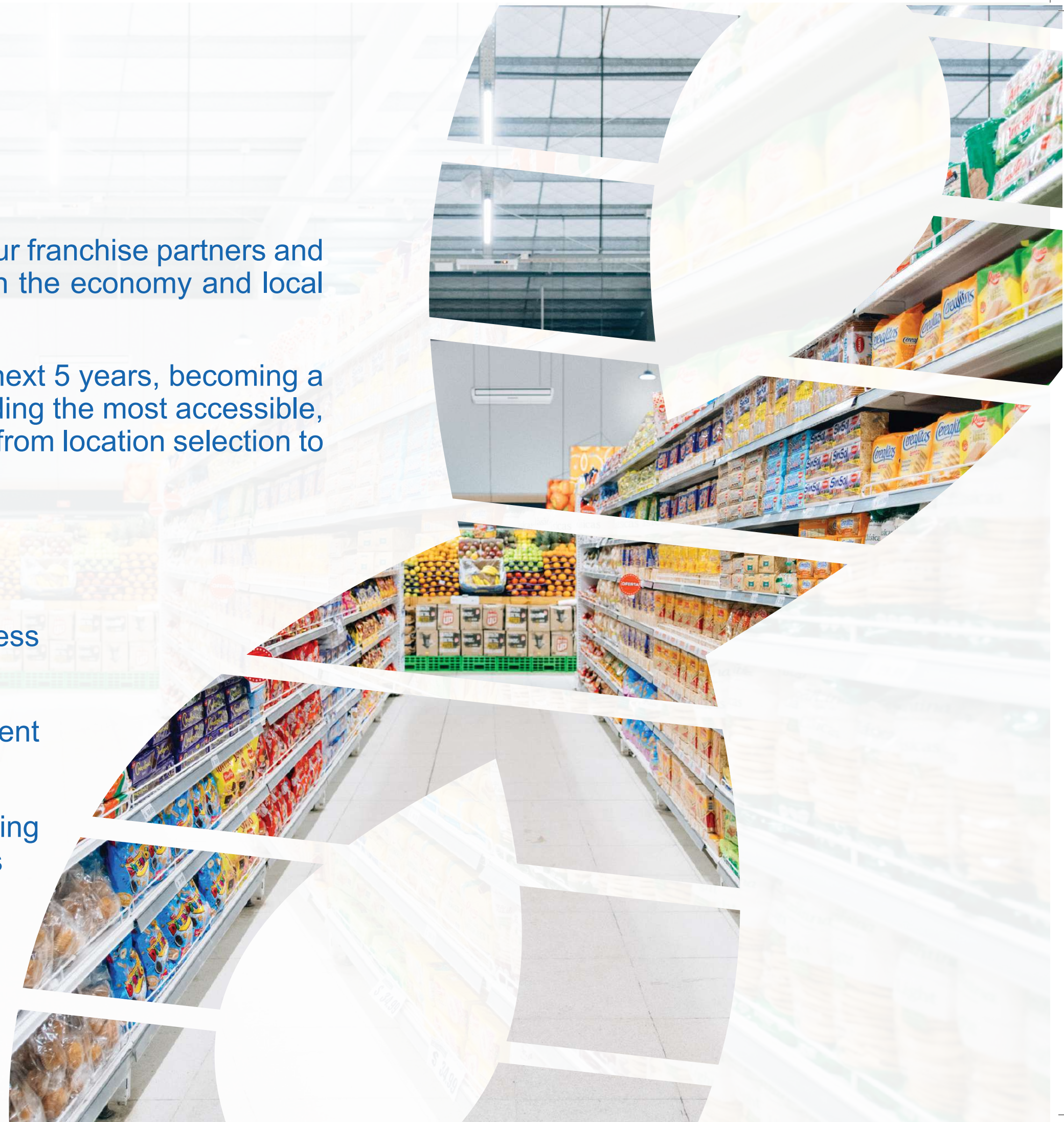
At Infinity Mart, our vision is to simplify everyday life for both` our franchise partners and the customers they serve—while creating a positive impact on the economy and local communities.

We aim to build a strong network of 100+ locations within the next 5 years, becoming a leader in the convenience retail industry. Our focus is on providing the most accessible, efficient, and easy-to-navigate solutions for everyday needs—from location selection to product offerings and customer service.

## We are dedicated to:

- Supporting economic growth by creating jobs and business opportunities across Canada
- Empowering entrepreneurs with the lowest possible investment requirements, helping them build a successful business
- Making franchisees and customers our top priority, ensuring they are heard, supported, and set up for long-term success

Together, we are shaping a brand that drives value, builds community, and creates opportunities for everyone involved.





A circular cutout on the left side of the slide reveals the interior of an Infinity Mart store. The store has a modern aesthetic with red walls and blue accents. In the background, a sign reads "Infinity MART" with the tagline "convenience, redefined" below it. To the right, a sign says "HOT". In the foreground, there are shelves stocked with various products, including a display of bread in wooden crates and a display of oranges. The floor is red.

# Our Unique Proposition

At Infinity Mart, we go beyond the basics. We not only meet essential daily needs, but also offer healthier snack options, unique products, and curated services that aren't commonly found in other convenience stores. This forward-thinking approach positions us as a modern, customer-focused retail space designed for today's lifestyles.

## What truly sets us apart:

- We're not just a store—we're a hub for the community, providing convenience, value, and essential services all in one place.
- We are committed to adding value to every community we serve—by creating jobs, supporting local economies, and delivering accessible products and services that matter.
- We deeply value the trust and reliability our franchisees and customers place in our brand, and we work hard every day to earn it.
- We keep investment requirements and overhead costs low, which means more money stays in our franchisees' pockets, helping them maximize profitability and longterm success.

**At Infinity Mart, we are driven by one mission:** to empower franchisees, serve customers, and strengthen the communities we're part of.





# Our Appearance



A photograph of two men in a store setting, both wearing aprons. The man on the left is Black and the man on the right is white. They are engaged in a conversation. The background shows shelves with various products. A large red diagonal graphic is overlaid on the left side of the image.

## Start, Grow and Succeed with Infinity Mart

When you join Infinity Mart, you're not just opening a convenience store — you're becoming part of a proudly Canadian brand that stand for value, community, and opportunity

### We provide everything you need to grow and succeed:

- Comprehensive initial and ongoing training to keep you and your team ahead of the curve
- Access to market research so you can adapt and stand out in a competitive landscape
- Dedicated support teams to guide you through all aspects of your business
- A proven, pre-designed business model that removes guesswork and simplifies your operations
- Assistance with securing financing to help bring your vision to life.
- Opportunities for multi-unit ownership and area development for those ready to grow further
- Support with local sponsorships and brand awareness initiatives to build strong community connections
- A family-focused partnership — we're in this together, building a business not just for today, but for generations to come.

At Infinity Mart, we believe that when you succeed, we all succeed — and we're here to help you every step of the way.



# Franchise Partner Requirements

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## Financial Requirements ●

- Minimum net worth of **\$350,000**
- Minimum liquid capital of **\$100,000**

## Experience & Skills ●

- Previous business experience is an asset—but we provide training to develop a business mindset
- Ability to deliver exceptional customer service
- Strong leadership skills to recruit, train, and manage a team

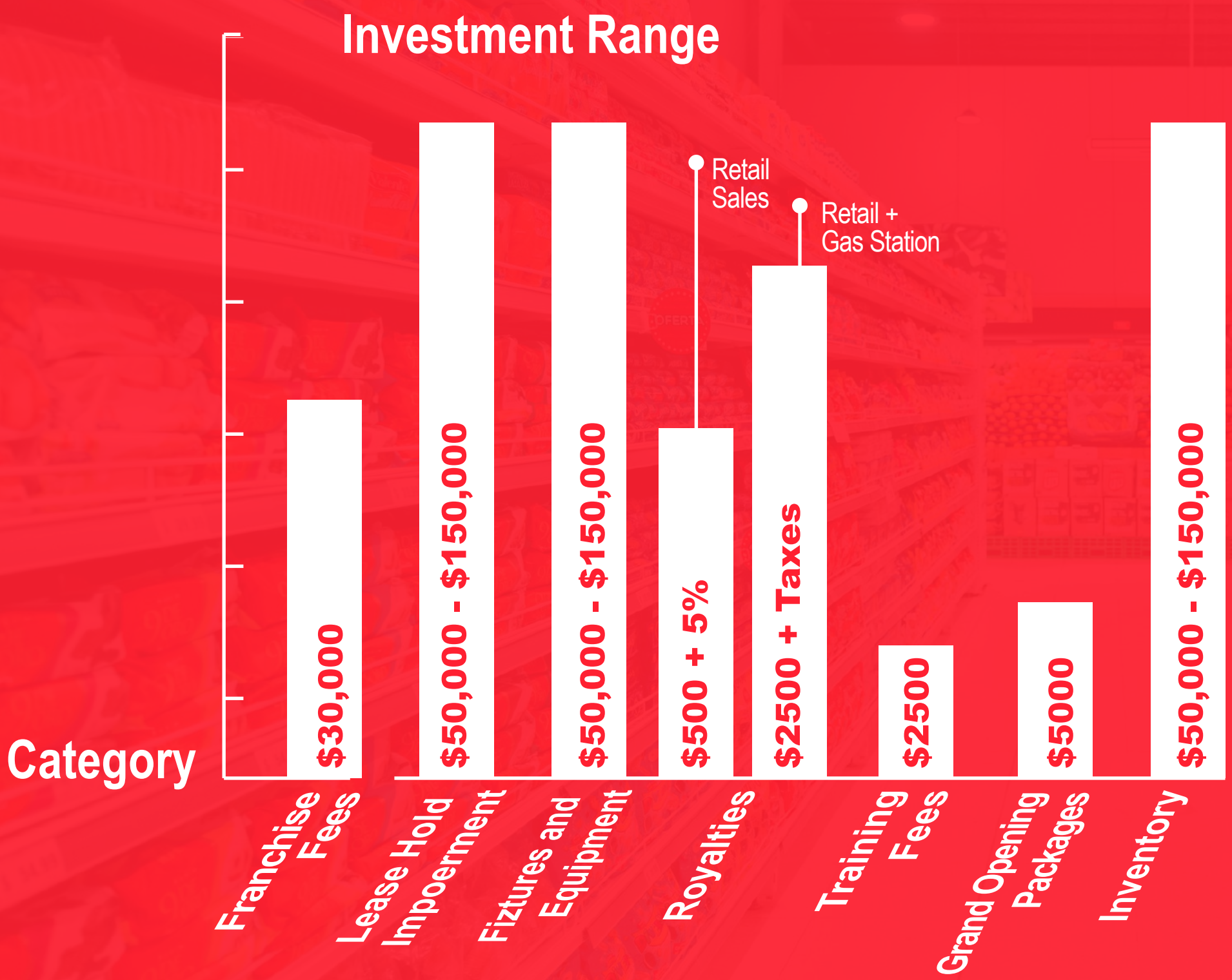
## Other Requirements ●

- Good credit history
- Clear background check
- Willingness to be fully engaged in day-to-day operations
- A positive, friendly, and customer-focused attitude





# Franchise Fee & Investment Breakdown



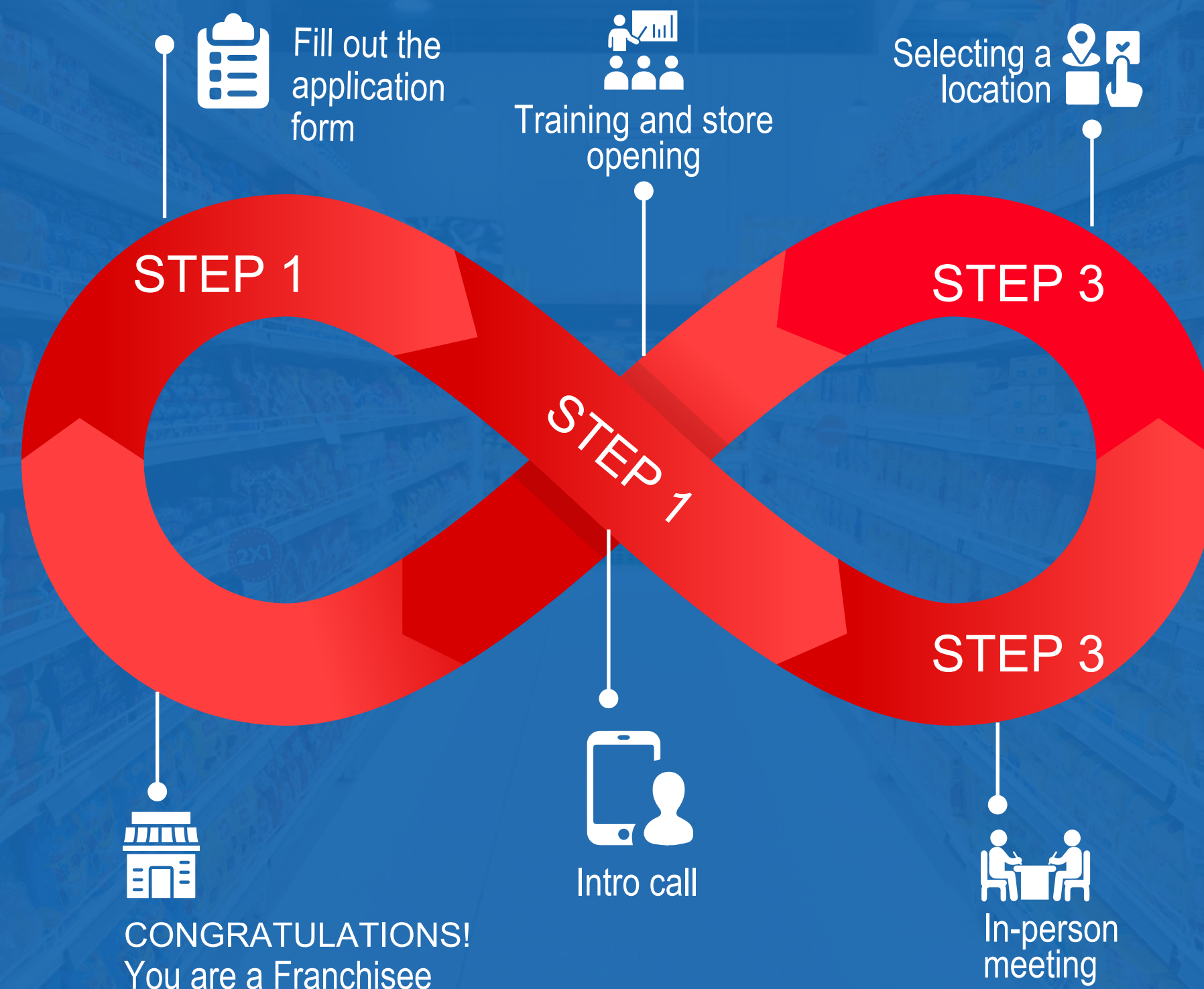
## Notes:

- Applicable taxes are additional
- POS and security system costs will be additional
- The amounts listed above are estimates; final costs may vary and will be discussed when a specific location is identified.
- Locations with gas stations offering may required additional net worth and good will payment.



# Steps to become a Franchise

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# Real Estate Expansion

We are actively expanding in the following categories of real estate:



Hospitals



Urban locations



University/Colleges



Suburban locations



Office Towers



Malls



Residential Towers



Strip Plaza



Transit Stations



Gas Station



Airports





# Finding the Right Fit:

## Our Approach to Site Selection

At Infinity Mart, we are committed to ensuring every location is set up for success. We carefully evaluate each potential site using a proven, data-driven approach that protects our franchisees and maximizes long-term potential.



### Franchise Term:

**Initial term of 5 years, plus a 5-year renewal option.**

At Infinity Mart, we put franchisee success first—recommending and finalizing only premium locations that are aligned with strong market potential, healthy margins, and sustainable growth.

We don't just open stores; we build for the future, together.



# Market Opportunity and Industry Trends

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## A Thriving Sector with Robust Growth

**Global Market Expansion:** The global convenience store market is projected to grow from \$1.14 trillion in 2024 to \$1.27 trillion in 2025, marking a CAGR of 11.2%. This growth is fueled by changing consumer lifestyles, urbanization, and the demand for quick and accessible shopping experiences. The Business Research Company

**Canadian Retail Surge:** In early 2025, Canadian retail sales experienced a significant boost, driven by factors such as stimulus cheques and tax breaks, indicating a resilient and dynamic retail environment. Retail Insider

## Key Industry Trends Shaping the Future

- **Health & Wellness Focus:** Consumers are increasingly seeking healthier, protein-rich snacks and fresh food options, prompting convenience stores to diversify their product offerings to meet this demand.
- **Technological Advancements:** The integration of technologies like AI, cashier less checkouts, and personalized loyalty programs is enhancing customer experiences and operational efficiency in convenience stores where needed.
- **Sustainable Practices:** With the rise of electric vehicles, convenience stores are adapting by installing EV charging stations, aligning with environmental initiatives and attracting eco-conscious consumers where available.
- **Community Engagement:** There's a growing emphasis on local partnerships and community involvement, with stores supporting local producers and participating in neighborhood events to strengthen community ties.

## Infinity Mart's Strategic Positioning

Infinity Mart is poised to capitalize on these trends by offering a modern retail experience that prioritizes health-conscious products, embraces technological innovations, and fosters community relationships. Our commitment to adaptability and customer-centric approaches positions us as a forward-thinking leader in the evolving convenience store landscape.



# Our Branding

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EUROPEAN  
SNACKS



BITCOIN



PHARMACY



HEALTH AND  
BEAUTY



BEER AND  
WINE



ICE CREAM



SPECIAL  
OFFER!



MOBILE  
ACCESSORIES



NUTRITIONAL  
SUPPLEMENTS



HOUSEHOLD  
PRODUCTS



NATURAL  
SNACKS



GROCERY



NUTS &  
SEEDS





# Contact Us

## For More Information and to Start Building Your Future

We're here to help you take the next step toward owning your own Infinity Mart franchise. Reach out to our team today — your journey to success starts now.

### Franchising Inquiries

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- franchising@infinitymart.ca
- www.infinitymart.ca
- 26 Alexander St Toronto  
Ontario M4Y1B4

### Real Estate Inquiries

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Follow us at



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Let's build a stronger community, together

