

# Restaurant Research's Industry Data Report

## Valuation Trends

8/11/09

### Key Data Points

- RR's 7th Annual Restaurant Valuation Trends Industry Data Report outlines EBITDA multiple estimates for 30 chains based on survey data provided by 7 leading appraisal firms (responsible for approximately 5,200 store valuations over the last 12 months) as well as a 12 month outlook for national EBITDA multiples and cap rates.
- Refer to page 2 for a sample exhibit which outlines the chains included in this report.

### Table of Contents

	Pages
➤ Key findings and survey participant contact info	1
➤ Estimated EBITDA multiples by concept (including 5 years of historical multiples)	2
➤ Valuation methodology and example	4
<b>Chart Trend Analysis – Sector Comparison</b>	
➤ 5 year national EBITDA multiple and cap rate history plus 2010 projections	3

### RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check [www.ChainRestaurantData.com](http://www.ChainRestaurantData.com) for a partial client list and customer testimonials.

### More About Us

Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at [info@ChainRestaurantData.com](mailto:info@ChainRestaurantData.com) or 203-405-1901.

## July 2009 Estimated Concept Business Valuations (EBITDA Multiple)

Concept	Jul-05	Average EBITDA Multiple Estimate				Jul-09	% Change Jul-09 vs. Jan-09	2009 Absolute Range			2009 Outlook	
		Jul-06	Jul-07	Jul-08	Jan-09			Low	High	# Estimates	Neg	Pos
Buffalo Wild Wings												
Chili's												
Red Robin												
Applebee's												
TGI Friday's												
Texas Roadhouse												
Ruby Tuesday												
<b>Casual</b>												
Panera Bread												
<b>Fast Casual</b>												
IHOP												
Denny's												
<b>Family</b>												
McDonald's												
Taco Bell												
Burger King												
Carl's Jr.												
Jack in the Box												
Wendy's												
Sonic												
Arby's												
Hardee's												
Subway												
Quizno's												
Dairy Queen												
<b>Sandwich</b>												
Dunkin Donuts												
<b>Coffee/bakery</b>												
KFC												
Popeyes												
Church's												
<b>Chicken</b>												
Papa John's												
Pizza Hut												
Domino's												
Little Caesar's												
<b>Pizza</b>												
<b>Total/Average</b>												

(1) 2009 survey participants include Advanced Restaurant Sales, LLC, The Cypress Group, Hopkins Appraisal Services, Inc., National Franchise Sales, Praetorian Group, Sohlen Franchise Advisors, LLC and Valuation Associates.

(2) Valuation averages are based on estimates provided by survey participants (not individual transactions) and reflect "normal" operating businesses after an adjustment for G&A.