

## A MANIFESTO FOR A HONEST FRANCHISING

We are an association created by entrepreneurs  
We grow led by good examples of conduct  
We have paved three and a half decades of professionalism  
We know what it means to do a good deal: we are pioneers  
We understand competition as a natural part of the game  
But, above all, collaboration as the driving force of the sector

In our franchising, integrity is a watchword  
Here, we accelerate ideas and knowledge  
But our growth is orderly and planned  
We have courses, research, networking and events  
We also have representativeness and regulation  
What always makes us a model and a reference

Our Association is a benchmark for other entities  
It is the headquarters of the Ibero-American Federation of Franchises  
The leader of the World Franchise Council Task Force  
It is responsible for the sector's largest fair in the world  
And it is the creator of the most efficient system of seals  
For all this, we are leaders and protagonists

We feel deep that success and work go hand in hand  
We guide the sector towards responsible growth  
We believe in the power of networking  
We value our partners and suppliers  
We encourage give back as a great pillar  
And for bad franchising, our view is one of repudiation.

If you want a structured business  
If you are clear that ethics is a non-negotiable value  
If you bet on innovation, work and proactivity  
If this is the path you are looking to undertake  
Make sure ABF is the right place

**ABF: the true strength of Brazilian franchising.**

